

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXLIV, No. 8 NEW YORK, AUGUST 23, 1928

10c A COPY



B. A. I. S. 1926 with N. W. Ayer & Son

Do you make each day in Par?



FOR more than half a century ENO Effervescent Saline has enjoyed international prestige. British colonists have carried its reputation from Capetown to Kashmir and beyond. Shanghai's famed long bar provides it. Humble missionaries and opulent native princes relish it alike. Continental Europeans enjoy its cooling bubbliness and mild, efficient action. The elect among Americans, too, have known ENO for many years.

Two years ago, the makers, J. C. Eno, Ltd., of London, decided that ENO must have the place it deserves in the wider American market and delegated the telling of the ENO story to Advertising Headquarters.

To set this fine old saline above and apart from the ruck of harsh and vulgar laxatives, we invested the advertising with distinction. ENO appears in the public prints, not as a cure, but as rational assistance for those seeking to overcome intestinal toxicity through proper diet and exercise.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Politicians May Close Their Eyes to This News— *Sales and Advertising Men Won't*

Election is coming on fast. Naturally, politicians are doing lots of talking with their eyes on *votes* rather than on *facts*. Politics aside, how is the farmer *really* doing?

Official figures show that the prices of farm products have recently risen to the highest level since 1920 (with the exception of a brief period in 1925).

The May 15th bulletin of the Department of Agriculture shows an advance of twenty-two points over the previous years and the highest for the corresponding date in eight years! At the present time farm prices are 148% of the pre-war normal.

Right now farm incomes are higher. Right now farm purchasing power is greater than it has been in years. Right now sales and advertising managers are finding the farm market responsive—wanting goods and ready to pay for them.

The great open door to the farm market is the Standard Farm Paper Unit—15 separate leader-publications which constitute a powerful *national* medium with intensive *local* prestige.

Your sales problem is national—but your dealer's is always local
—The Standard Farm Papers meet both!

Missouri Ruralist
The American Agriculturist
The Wisconsin Agriculturist
The Breeder's Gazette
Pennsylvania Farmer

The Prairie Farmer
Ohio Farmer
Wallaces' Farmer
The Progressive Farmer
Pacific Rural Press

The Nebraska Farmer
Kansas Farmer
The Farmer, St. Paul
Hoard's Dairymen
Michigan Farmer

The STANDARD FARM PAPER UNIT

One order—one plate—one bill

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager
307 North Michigan Avenue

NEW YORK

Willard R. Downing, Eastern Manager
250 Park Avenue

San Francisco, Kohl Building

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLIV

NEW YORK, AUGUST 23, 1928

No. 8

"Blushing, I Burst into Tears When John Handed Me the Soup-Spoon"

If People Actually Talked as They Do in Adland

By Ellis Parker Butler

EVIDENTLY a new language has been invented, talked only by the inhabitants of Adland. I might just as well start right in by calling it the Adlandish language, because I'm pretty sure to call it that before I get through. Probably it is spoken by a weird people who live in the middle of the Adlandish Ocean, because I never heard anyone speak it elsewhere.

The reported conversations of these Adland people are now appearing in the magazines, and at the top of the page is usually a group portrait of two, three or more Adlanders. Often one of the group has a sad and stricken countenance, as if he had colic, and the others are laughing at him. The caption is then "Blushing, I Burst into Tears When John Handed Me the Soup-Spoon!" This is because he had not bought the etiquette book mentioned coyly in the conversation that follows. It seems that Henry, the man who looks as if he had the colic, has always been accustomed to lap up his soup like a duck or a poodle, and he does not know what a soup-spoon is. He tries to comb his hair with it and his companions laugh. This embarrasses him. Conversation follows. It looks as if all was lost, including honor, but it all ends happily when Henry fills out and mails the coupon.

Or the picture at the top may show a group, of assorted sexes, in a perfectly swell chop-suey joint. All the men are wearing dress-suits and, as one can't tell from

an illustration how many of them were rented from Moe Izzenstein, it is clear that it is a truly high-hat affair. In the middle of the picture is Henry, holding the Chinese menu card while the waiter bends over him awaiting an order. The waiter's name is evidently One Bum Lung and he has the only pigtail seen on a living Chinaman since 1903. It is evidently a crucial situation. It is clear that the Chinaman cannot speak Adlandish, and the caption says quite plainly "They Laughed When One Bum Lung Handed ME the Menu!" and we know what his friends think of Henry. As a matter of fact they are going to give him the merry ha-ha, as we used to say in Muscatine in 1892. But Henry has the laugh on them.

"They thought I could speak no Chinese," Henry says in his deposition, "and John thought I would fall dead when the waiter handed me the menu. The girls stuffed their napkins in their mouths and giggled. But with nonchalance I turned to One Bum Lung.

"*'Cow key gong long gay show,'*
I said: '*'Gay long show gong key cow.'*'

"*'Gong key long show gay cow,'*
One Bum Lung replied respectfully.

"You can imagine the astonishment of the whole party at hearing me thus converse fluently in Chinese. You could have knocked them down with a crowbar.

"For cat's sake, Henry," fair Alice Ben-Bolt, the plumber's daughter, cried. "Where did you learn to speak Chinese and what were you saying to the slant-eyed son of the Orient?"

"Alice," I said, as if speaking Chinese was absolutely nothing in my young life, "I merely gave One Bum Lung a dinner order. You were hearing me order oysters on the half-shell, chop-suey a la Melba, chow-mein with Russian dressing, lichi nuts in cream, mince pie, three large cups of coffee with cream and one demi-tasse. I then told him what I thought of the political situation in China, gave him the latest quotation on Bancitaly, and recited a translation of the Third Act of Hamlet. You were not aware, perhaps, that I have been taking Seven Short Lessons in Confucian Chinese (see coupon)."

The next day John and Alice took me down to the Third Ward Police Court and made me President of the United States."

But these conversations, as well as those with the young man who was thought unacquainted with piano-playing, the one who was speechless when a few words would have made him Queen of the May, the perfect lady who talks about under-arm perspiration to her friend, the one who took the correspondence course in bookkeeping and became Emperor of Adland, the man who ate Choco-minto and so completely cured his halitosis that a perfect stranger permitted him to purchase the Brooklyn Bridge for \$10, and the man who jumped off the Woolworth Building because he had not thought to have a crayon portrait of his grandfather made—all these are mere chit and chatter of the less cultured cits of Adland. For the real thing we must go to the full-page conversations of the Adland elite.

The elite are usually seen sitting around bridge-tables. There may be a doctor, the president of a bank, and two ladies who are respectively the President of the Friday Club and the wife of the Chairman of the Board of the Hockmussick Short Line. They

have just finished a hand, so they smile and converse.

Out here in Flushing, on Long Island, when a table finishes a bridge hand the talk may be something like this:

Doctor—"When I bid that four I thought sure you had the king of clubs, Grace. Sorry!"

Grace—"I wondered why you bid four."

Or, if the doctor and Grace feel extra intellectual, the talk may be something like this:

Doctor—"Have you read that Trader Horn book, Grace?"

Grace—"No; have you?"

Doctor—"No; have you read it, George?"

George—"No."

Emily—"Neither have I."

But just let that four get together in Adland and you will hear some real talk, the kind that uplifts and makes life worth living. The doctor is thoroughly up to date and, we will say, he has bought a new feather duster. The hand has been played and the doctor pulls down his vest, coughs gently and starts the conversation. He is always the life of every party.

Doctor—"Folks, I bought something the other day that I really ought to prescribe for every one of my patients—a real weapon for humanity in its unceasing battle with deadly germs. I bought a Red Label feather duster."

Grace—"That confirms my opinion. Since I discarded my old whisk-broom in favor of this modern invention, my home looks brighter, my furniture is safe from moths, and the work is so much easier. And when you said it raised my home sanitation standards you were saying what I meant, but couldn't put into professional words."

Doctor—"It is really a fine contribution to public-health—an epochal advancement."

Grace—"And think of the work it saves, doctor. We women are almost as grateful for the labor saving as for the protection the Red Label feather duster gives to home furnishings and to the precious health of those in the home."

Doctor—"Yes, the labor saving,



O Sole Mio!

"Now, folks," ballyhoos Len Bradford, "witness the wonder of the age—the soopreme marvel of modern science! The New Tonola and I will sing together, and thirteen used needles will be given to the person who can tell which is who! Ready, Professor?" . . .

Len is proud of the Bradford's new Tonola. Why shouldn't he be? It is a big improvement over their old machine—but more than that, its arrival is a tribute to the boy's salesmanship. 'Twas like pulling hen's teeth to bring the folks around, but Len is the original "poultry dentist." Subtle innuendos about their old "hurdy-gurdy" . . . sly references to his buddy's Tonola, and its advantages for

parties . . . Tonola pamphlets appearing under mother's dinner-plate and in father's hatband . . . a consummate campaign! "O Sole Mio." . . .

Len represents an army of young salesmen—the youth of America—who "have a way" when it comes to persuading the family to their point of view. Swing them behind your product and you have a powerful selling force pulling constantly in your behalf. 500,000 near-men like Len Bradford read THE AMERICAN BOY—every month, from cover to cover. 80% are of high-school age. Full of pep and "go-get-iveness." Advertise to them in their favorite magazine. November forms close September 10th.

The American Boy
Detroit Michigan

and the saving of costly furnishings from destruction by moths and parasites are definite values . . ." *Grace*—"Already there are hundreds of thousands of Red Label feather duster users. Just as the modern lighting equipment replaced the coal-oil lamp and the modern heating systems supplanted the base burner, so has the Red Label feather duster with its exclusive features revealed to all a new and ultra-modern invention in its field."

I don't know what the doctor said next; the printed conversation stops there. But, if I know Adland, he looked under the table for a coupon to fill out and mail and, not finding one, said something like this in his bright and merry way:

Doctor—"Well, folks, let us have another hand of bridge, a real weapon for humanity in the unceasing battle with ennui."

Grace—"Oh, doctor, I am so glad you propose it. Since I discarded dominoes in favor of this modern invention, my arithmetic facility has appreciated 23 3/10 per centum and the digits of my hand have noticeably increased in agility. I find, too, that the circulation of the red life-fluid in my venous system is less circumspect during the tensity of the game, increasing the coloration of the epidermis of my cheeks."

Doctor—"Yes, I am one of thousands of American professional men and women who are quick to take advantage of the hygienic values of a game made additionally attractive by the new Diamond-Back Gilt-Edge Playing Cards, manufactured by The Royal Celluloid Playing Card Company, of Kalamazoo, Michigan. Emily, it is your turn to distribute the fifty-two cards among us, giving each of us thirteen cards."

So they begin playing again. Grace, as it happens, is "dummy," and she spreads out her hand, and as she notices that the ace of spades is in it she utters a little cry of joy.

Grace—"Oh, doctor, am I not fortunate? I have the ace of spades in my hand, and it is upon the ace of spades that I find printed the name and address of the Royal

Celluloid Playing Card Company. While the game proceeds I can memorize the name and address so that when purchasing playing cards in the future I can insist upon receiving only the new Diamond-Back Gilt-Edge Playing Cards in Waterproof Cartons."

Doctor—"Which are, I have observed, no more costly than inferior cards, although durable and germ-proof."

Well, that's all right, too. People have to talk as they were taught to talk, but my belief is that the elite of Adland walk on stilts, wear high hats at breakfast, and say "cawf" when they mean "calf." They don't belong to our necking generation but still talk of giving chaste embraces. No Adlander would think of saying "Give me a kiss, honey!" He would put his hand between the buttons of his Prince Albert, pose his high hat on his hip, look at the sky, and say: "My treasured one, may I enquire if this is an auspicious occasion to entreat you to allow me to indulge in a period of brief but, may I say, thoroughly satisfactory osculation?" He would probably add, though, "Because the application of Brumbower's Rose of Asia lipstick, recommended by all chemists, has rendered your lips more than normally enticing."

And the lady would reply: "Go chase yourself, Alexander!" unless she happened to be from Adland herself. If she happened to be from Adland she would say: "The Rose of Asia lipstick is indeed a fine contribution to public health—a great epochal advancement." Personally, I never want to kiss any lady who says anything is a great epochal advancement. She would give me a pain.

I am now forming a Committee to petition Congress to eliminate the quota of immigrants now allowed from Adland. It would be a terrible thing if a lot of those pompous-worded, starched and stilted Adlanders got into this country and brought their Adlandish language here. There would be no fun left. Nowadays, if a man wants to have a row with his wife because she left the cap

(Continued on page 140)



"We get the finest sort of co-operation from The Des Moines Register and Tribune on advertised products which we stock."

EDWARD COLLINS
*of the Collins Electric Co.
Electrical and Radio Jobbers
Des Moines, Iowa*

7 ways we help make your advertising pay
bigger dividends—painstaking position service—surveys—dealer check-ups—displays in our windows—personal introductions—dealer broadsides—soliciting dealer tie-ups.

The Des Moines Register and Tribune

Read every day in over 200,000 Iowa homes

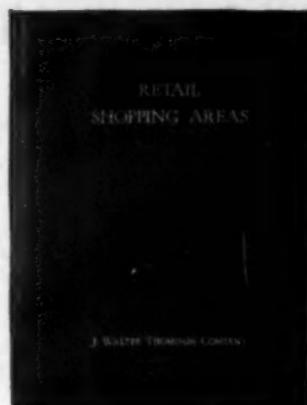
Receives High Praise

Bok Award Book called
“*logical method of considering
market areas*”

THE director of research of the Association of National Advertisers says: “*Retail Shopping Areas* is a real contribution to marketing data. It presents a new and logical method of considering market areas . . .”

“In a sense an economic geography for manufacturers and distributors,” writes one enthusiastic reviewer. “Any one interested in determining the sales potentialities of any territory can gain from a study of its pages,” says another. Comments such as these are typical.

Business executives in widely diverse fields have praised *Retail Shopping Areas*. One prominent manufacturer writes: “I hope that we will be able to revise our own selling and record-keeping system to coincide with this newest development.”



Honored by the Bok Award in its field as the "most notable contribution to research in advertising for the past year."

A modern marketing instrument

Retail Shopping Areas is a very practical aid in solving definite selling problems, national or local —on the basis of actual retail distribution.

It is a mine of organized information for better sales-building, quota making, and sales-checking.

It lists the 683 actual shopping areas of the United States according to the size of the centers and gives many details about them all. It contains many time-saving tables, including the convenient "Summary for Quota Work." It lists counties by states, names all incorporated places, locates all important department stores. And it gives seven bases for sales quotas by states grouped according to the number of taxable incomes.

Detailed state maps in *Retail Shopping Areas* and two large United States maps, all in colors, put quick, graphic information, never before available, immediately at your command. The price of the book is \$10.00. Mail the coupon.

J. WALTER THOMPSON COMPANY

J. WALTER THOMPSON COMPANY, 420 Lexington Ave. (Room 2116), New York, N. Y.

Please send me copies of "Retail Shopping Areas" at \$10.00 per copy.

Name.....

Street.....

City..... State.....

Marketing an Improved Type of an Old Product

The Selling Plan of Cellized Oak Flooring

WOOD as a building material has a history running clear back into Old Testament times and beyond. Its strong and weak points, and the particular strong and weak points of its principal varieties, have been well understood for more than a thousand years.

Therefore, when the E. L. Bruce Company, of Memphis, acquired the rights to a new process of treating lumber whose importance and superiority to the older methods could be amply demonstrated by test, it also acquired a marketing problem that had several unusual angles.

The first of these was the problem of selecting the best market in which to commence development. There are so many kinds of wood, and they are used in so many different ways. Furthermore, experiments soon demonstrated that the new "Cellizing" treatment, when applied to some woods, acted not only as a preservative, but seemed to change the wood's characteristics, making it suitable for uses for which that particular variety of wood had hitherto been considered unfit.

There seemed at first to be almost an infinite number of possibilities. Some research, was in fact, undertaken in a number of directions and with a number of woods looking toward applying the process to furniture, interior trim, boxes and crates and other uses of wood. Inasmuch as the E. L. Bruce Company was a large producer of oak, and an established and important factor in the flooring trade, the decision was made to concentrate to a considerable degree upon the development of wood treated by the new process in this particular segment of the market.

Conforming closely to general oak flooring practice, three principal styles of "Cellized" treated oak flooring were developed: strip,

plank and block flooring. In each case it was found that the treatment made it possible to change the scheme of application of the flooring.

The treated wood being moisture-proof, no allowance had to be made any longer for warping, swelling or shrinking. It was possible to revert to Colonial style and the use of solid oak planks for floors, instead of the lamination, veneering and similar devices which had been employed to overcome the tendency of natural oak to warp into troughs, swell out of shape and otherwise spoil its own appearance.

As the treated wood could be accurately cut to shape and size, a scheme for laying floors of the parquet type, in blocks set in plastic cement, was devised; and work began on the task of acquainting both the home-owner or purchaser, and the architect, through advertising, with these new possibilities.

NEW COMPANY FORMED AND LICENSES GRANTED

Another very important decision also had to be made. Large as is the production of the Bruce company, it is very far from controlling all the output of oak flooring lumber, let alone of all other types of lumber to which the new treatment could be applied. The question, therefore, arose early; whether to keep a tight grip on the new process, or to take a broad view of its market possibilities, and permit its use under license by other lumber producers?

The decision was taken to follow the latter course. In order to do so, a new company was incorporated, known as "CELLized Oak Flooring, Incorporated," to hold the patents on the process and to act as protagonist of the advertising campaign for the new type of lumber. So far six large lumber companies, including the

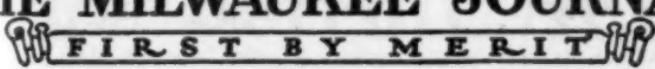
Buying Guide of Four Out of Five Milwaukee Families!

Milwaukee's Biggest Radio Year!

THIS is radio's biggest year in the prosperous Milwaukee-Wisconsin market! Manufacturers and dealers are using more and more advertising in The Milwaukee Journal to sell more radios and supplies at one low cost per sale.

In July, radio advertisers increased their Journal lineage 203% over the same month in 1927—using a total of 20,341 lines. During the first seven months of 1928 they used 175,522 lines in The Journal—or 6,570 lines more than they used in the other two Milwaukee newspapers combined!

Whatever your product, sell this rich market at one low cost through The Milwaukee Journal alone.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Thorough Trading Area Coverage at One Low Advertising Cost!

E. L. Bruce Company itself, have taken licenses to use the "Cellizing" process.

As the plan is now operating, this holding and licensing corporation is carrying on an active advertising campaign, using at the same time several mediums of general circulation, aimed at the consumer—that is, the actual or prospective home-owner—and the leading architectural and building trade journals, in order to acquaint the people who have most to say regarding materials going into new houses, with the advantages of the new type of flooring.

This general promotional campaign of the holding company is quite independent of the individual advertising efforts made or to be made by the manufacturers who have become licensees. The E. L. Bruce Company itself, for example, has produced a number of illustrated booklets for circulation among architects and in the building trade, and among building material dealers, regarding the product.

This particular company also publishes a house magazine circulated monthly among people of these same three classes—architects, building contractors, and material dealers—and has prepared its own complete program of dealer advertising for the latter's benefit.

The company's policy in this regard is to furnish material—"dealer helps" in the broadest sense—free of charge, but only in response to specific requests. The individual dealer is required to furnish a mailing list of architects, contractors, carpenters, floor layers and investment builders within his territory, to which the E. L. Bruce Company promises to send not only the house magazine monthly thereafter, but personal letters featuring the dealer's name and informing the prospect that he is being addressed at the dealer's request.

Meantime the holding company, as part of its promotional work, is devoting a share of its advertising to a particular field in which the new flooring has indicated that it can make unusual headway—that of public and semi-

public buildings, notably hotels and schools.

Just how far, and into how many different branches of the lumber industry, the new treatment method will penetrate, or what plan of organization may develop in order to control its exploitation, no one can say as yet. But it is the plan of the E. L. Bruce Company to move carefully, one step at a time, and build a solid position in each successive market, beginning with that for flooring, before reaching out into the more remote regions of the use of wood in present-day civilization.

New Accounts for F. J. Ross Agency

The Celluloid Corporation, New York, manufacturer of Amer-Glo and other Pyroxylin products, and the Rubyette Company, San Francisco, producer of Rubyettes, Emrelettes and Orolettes, table delicacies of various flavors, have appointed the F. J. Ross Company, New York advertising agency, to direct their advertising accounts. The Rubyette account will be directed from the San Francisco office of the F. J. Ross agency.

Board of Fire Underwriters Appoints Gale & Pietsch

The National Board of Fire Underwriters, New York, has appointed Gale & Pietsch, Inc., Chicago advertising agency, to direct an educational advertising campaign which is being planned. Newspapers in Ohio, Missouri, Pennsylvania and Virginia will be used in this campaign which is described elsewhere in this issue.

P. J. Kelly, Advertising Manager, B. F. Goodrich

P. J. Kelly has been appointed director of advertising of The B. F. Goodrich Rubber Company, Akron, Ohio, maker of Silvertown tires and Zipper boots. He has been with the company for two years as assistant to Gates Ferguson who has resigned as director of advertising.

To Direct Splitdorf-Bethlehem Electrical Accounts

Griffin, Johnson & Mann, Inc., New York advertising agency, has been appointed to direct the advertising accounts of the Splitdorf-Bethlehem Electrical Company, Newark, N. J., and its subsidiaries. Newspaper, business-paper, outdoor and direct-mail advertising will be used.



Detroit is Radio Minded *The NEWS* is its Radio Medium!

BACK in August, 1920, WWJ, The Detroit News radio station began the broadcasting of regular programs. It was the first newspaper in the world to do so. Naturally when radio advertisers entered the Detroit market they turned to Detroit's established radio medium. It has therefore led in radio advertising from the start. But even if The News were not the pioneer radio medium it would still have been selected by radio advertisers to carry their messages, for The News reaches 4 out of every 5 homes taking any English newspaper and alone adequately covers the whole field.

The Detroit News

The HOME newspaper

New York Office

I. A. KLEIN, 50 E. 42nd St.

Chicago Office

J. E. LUTZ, 6 No. Michigan Ave.

MacLean's Drugto

HOW'S BUSINESS?

"The six months' period that has just passed has been one of the most progressive and profitable in our history."

They were six months in which—as now—the MacLean advertising appeared exclusively in The Daily News.

The MacLean experience reflects business conducted at thirteen strategic points in Chicago. Their successful use of The Daily News ALONE demonstrates the market influence of this medium in Chicago.



THE CHICAGO AI

Chicago's Home
newspaper

**ADVERTISING
REPRESENTATIVES:**

NEW YORK
J. B. Woodward
110 E. 42nd St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward &
88 Fine A

MEMBER OF THE 100,000

UP OF A

stores Answer—

Bonney at Wilson
Lawson at Kinsler
Lawson at Kellie
Wilson at Shedd
Sheridan at Irving
O'Malley at Grand
Aldred at Drexel
Stern at Lake
Wilson at Roscoe
1227 N. Lincoln
Sheridan at Argyle
1601 W. Madison
1601 Howard St.

MACLEAN DRUG COMPANY
OPERATING
MacLean Drug Stores
CHICAGO,
July 12th,
1928.

OFFICE &
WAREHOUSE:
110 WEST
SUPERIOR ST
PHONE
SUPERIOR
0404

Complaints
should be addressed to the Area
Sales or Advertising

The Chicago Daily News,
12 North Wells Street,
Chicago.

Gentlemen:

Attention: Mr. L. W. Barton

We feel that you will be interested in
knowing of the results we have obtained from our adver-
tising in The Chicago Daily News.

We placed our advertising exclusively in
The Daily News beginning January 2nd, 1928. The six
months period that has just passed has been one of the
most progressive and profitable in our history. We had
people come into our stores directly through The Daily
News ad that had never been in them before, particularly
women.

We had our biggest "1 Cent Sale" through
a full page ad which ran in The Daily News on May 10th.
These results indicate to us in no uncertain manner the
soundness of our advertising policy.

It is very gratifying to send in this
report, and we want to congratulate you upon the great
paper that you publish. It seems to satisfy the reader
and also the advertiser.

Very truly yours,

MacLean Drug Company,
By *H. E. White*, Pres.

1601 S.

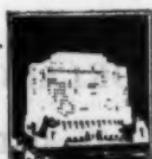
AILY NEWS

newspaper

Detroit
Woodward & Kelly
68 Fine Arts Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st
Nat'l Bank Bldg.

UP OF AMERICAN CITIES



Aug. 23, 1928

OKLAHOMA CITY

goes on the air

W K Y

has been bought *and* equipped
by the Oklahoma Publishing Co.

The biggest news of the year to the radio fans and merchants of Oklahoma was the recent announcement that the Oklahoma Publishing Company had purchased WKY, pioneer station of Oklahoma City and the Southwest.

The re-equipment of WKY and its transformation into a powerful, 1000-watt station, with chain programs and all-day service, means there will be something of interest on the air at Oklahoma City every day, all day, the year through. Every radio owner within a fifty-mile radius of WKY will get perfect daytime reception, while the night power will carry over all the country. These new conditions underline the fact that NOW the market for radio equipment in this territory will enjoy an all-season patronage.

Intensive sales efforts in this responsive market, and intensive advertising in the Oklahoman and Times, can not fail to bring rewards.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*Thoroughly and alone
cover the Oklahoma
City Market*



E. KATZ SPECIAL
ADVERTISING AGENCY
New York - Chicago - Detroit
. Kansas City - Atlanta
San Francisco

The OKLAHOMA PUBLISHING COMPANY
also publisher of
The OKLAHOMA FARMER-STOCKMAN

The

I do
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A New Day for the Smaller Business

The "Average" Product of Mass Production Has Given Way to Style and the Smaller Business That Puts Style in Its Product and Its Advertising Will Succeed

By Russell E. Gardner, Jr.

President, The Gardner Motor Company, Inc.

I DOUBT if there is any one industry in this country in which there are more proposed mergers and more reported mergers than in the automobile business. Scarcely a week has passed in recent years without the appearance of a report of a new merger in the automotive industry. Practically none of these reported consolidations, however, gets beyond the newspaper report stage. They die in the hands of the promoters who concoct them.

Offhand, it would seem that the publicity activities of these promoters do no harm to the industry. In reality they do. They leave the impression with the public that the automobile business is uncertain of itself and of its future. They leave the impression that all automobile manufacturers who do not get under the tent of a gigantic consolidation are headed for failure. Such reports, in my opinion, have clouded the thinking of outsiders about the automobile business.

The automobile business is not going to consist of a few gigantic companies created by means of consolidations. Like any other business it is going to have successful smaller companies; successful large companies; also unsuccessful large companies and unsuccessful smaller companies. Certain important events in the world of industries make me feel that I can make this prediction with confidence. Let

me tell what I mean in some detail.

The automobile business, young as it is, has been responsible for many new ideas in modern industry. Its greatest contribution, I believe, was a practical demonstration of the possibilities *and the limitations* of mass production. Keen observers and students of business everywhere long held the Ford Motor Company up the public gaze as the star example of the value of mass production. For years they advised other businesses to study and adopt the Ford plan. For years they hailed mass production, as the automobile industry had developed it, as the greatest economic boom the industrial world has ever been granted.

In 1926, the sales volume of the Ford model T collapsed. The Ford company

virtually went out of business for a year or more. That collapse caught the attention of new writers on business. They looked into the whole subject of mass production with new eyes. They discovered that the automobile business had demonstrated that mass production had its limitations and weaknesses.

Recently one of these newer students, a young New York banker, Paul M. Mazur, ably analyzed the subject of mass production in an article called, "Mass Production—Has It Committed Suicide?" which appeared in the *Review of Reviews*. In this article Mr. Mazur intro-



RUSSELL E. GARDNER, JR.

Aug. 23, 1928

duced his subject with a review of the gradual paralysis of Ford sales at the very apex of its power as a mass producer. He showed the Ford company as a gigantic example of how mass production without sufficient sales may become merely "An academic phrase and the machinery of mass production so much junk."

Of course, the answer to this situation, as we all know, was that the taste of the consumers became weary and demanded something new. Due to modern invention, high wages and mass production we have become a nation of "luxury lovers." It is a poor artisan who doesn't drive his car to work nowadays; and with the creation of conveniences and even luxuries at low cost, there has developed a well-nigh universal style-hunger. "Style," said Mr. Mazur, "has become of revolutionary importance in the development and maintenance of sales markets and woe betide that industrialist (whose products are subject to the influence of style) who rests in the false security of mere manufacturing efficiency."

The reason for the breakdown of mass production as the one sure way to manufacturing success is "style." And this same factor is, in my opinion, the reason why the smaller companies that were able to survive in the era of mass production have a chance today for a highly profitable existence.

Before going any further I want to make it clear that I believe the mass production era worked great benefits for the automobile industry. It made this country, and a great part of the world, automobile conscious. It put automobiles into the hands of people everywhere. That condition, however, paved the way for style in the product—paved the way for the success of the specialized automobile manufacturer.

The reasons why smaller manufacturers should have a greater chance for success in a style era should be obvious. Nevertheless, it might be best for me to explain those reasons. Style is a fleeting, intangible thing. If it is to be used profitably it must be employed

quickly and speedily. A large volume producer of automobiles must, by the nature of things, not only have much of his finished product on the market, but must also have immense inventories of parts on hand. Such conditions make it impossible for him to shift easily from one style to another. The larger his sales volume, the longer it takes him to turn around. Look at the time required for a shift by Ford. On the other hand, concerns like Gardner, with their flexible manufacturing equipment and practices, can quickly adopt any new and desirable style element with very little interference to their production conditions and without up-sets and financial losses to their dealers.

WHAT A SMALL COMPANY CAN DO

That this is not theory, but fact, which I am talking let me cite, at the risk of seeming to advertise my own company, the style record of Gardner in recent years. Gardner was a pioneer in four-wheel brakes. It was the first company to offer a closed car at the price of an open car. It was a pioneer in the use of balloon tires and in automatic chassis lubrication. It was the first to adopt harmonizing exterior and interior color combinations. It was the first to offer the public an eight at the price of a six. There, I think, is proof of ability to take quick advantage of style trends. Sensing style trends, let me say, is not a difficult job in these days of widespread diffusion of information. The big job is to act on them properly and quickly.

The chief reason, in my opinion, why we have been able to act properly and promptly on style trends is to be found in two basic manufacturing policies. (1) We build our cars first and price them afterward. (2) We specialize in one type of car—the eight-in-line—and confine that type of car to three distinctive series.

I realize that thus far I have been talking chiefly on the matter of production. I realize also that there are other aspects to this problem. There is the matter of finance. When the theory of mass production held sway, it was widely

believed that there was no limit to the benefits of mass production in the way of price reduction per unit. If people had stopped to think far enough on this subject, however, they would have realized that there must be a limit, or they should have been willing to admit that there was a point somewhere in that theory where the product could be turned out for practically nothing.

Of course, the price per unit does go down as volume increases, if only manufacturing costs are considered. But you cannot consider only manufacturing cost. You must also consider financing cost. Large volume production demands a tremendous amount of equipment and a great volume of supplies on hand. Equipment and supplies require tremendous capital. Capital costs money no matter where the capital comes from.

When these facts are taken into consideration, and they are being taken into consideration today, it becomes apparent that the price per unit, all charges considered, is in reality not greatly different for the smaller manufacturer than it is for the larger manufacturer. I could say much more on this subject of financing. I believe, however, that I have said enough to indicate that when it is given sufficient consideration it clearly indicates that it robs the large-volume manufacturer of much of his so-called advantage over the smaller manufacturers.

For a number of years the automobile business has been told that all of its advertising looked alike. And to add emphasis to that statement almost everyone who ever made it would invariably add that any manufacturer's name could be put under any other manufacturer's advertisement without in any way affecting the value of that particular advertisement. Such statements, of course, represent a conscious exaggeration. They were made for the purpose of startling the industry. In the main, however, they are true. Mass production made them true.

The product of mass production must necessarily represent an

"average" of public taste at a particular time. The product is a compromise. The advertising, representing and reflecting that product, necessarily is a compromise. Like the product it is an "average."

Under a condition where practically all advertisers were seeking an average buyer for an average product how could their advertising escape the charge of outsiders that "it all looked alike"?

I see a new kind of advertising ahead for the automobile industry because of the style influence. Just as the old type of advertising reflected the theory of mass production, so the new kind of advertising will reflect the style automobile. We are going to have style advertising. An automobile that is pleasingly distinctive must use advertising that is pleasingly distinctive. That is the kind of advertising I see ahead of the automobile business. Without such advertising the new style product of the business will not get over as it should. Therefore, I feel that I can confidently make that statement.

THE DEALER SITUATION

Advertising is not all there is in the matter of distribution in the automobile business. There is the subject of dealers. All is not well in the matter of the relationship of large volume manufacturers and their dealers. I purposely held up discussion of this matter of dealers until the end. In the dealer situation, as it exists today, there is abundant proof that the manufacturer who builds a style product and prices it after it has been made, is going to succeed. He is going to succeed because his price is going to allow the dealer a profit.

The dealer is going to be interested in his proposition because of that fact. The dealer is going to push his product. It's a sad fact, but it is a fact, nevertheless, that a lot of dealers, because of the theory of mass production which set the price of the product on the basis of volume before the product was made, have not been making a profit. They have not been making a profit because the

mass production manufacturer in order to maintain the price he set to the public—a price arrived at on a theoretical volume—has had to use forced methods in order to get that volume. The very fact that a specialized manufacturer of style products does not need to have forced sales in order to maintain the price which he has set is the reason why it is going to be possible for him to interest more and more of the best distributors in the automobile business in his product. No industry can continue to be prosperous if any one part of that industry is working without a real profit to itself. The dealer must have his profit, and under the style condition he is going to get it.

As further proof of the fact that I know what I am talking about, I might say that within the last few months eighty-four new distributors and dealers have come to the Gardner organization. These eighty-four men are in the automobile business for the same purpose that we are in it—to make money. They lined up with us because we were able to show them that they could make more real "net" money with Gardner than they could with large-volume sellers.

I sincerely believe that the smaller manufacturer of automobiles of today—not because our company is in that group, but because I have had to analyze the situation patiently and carefully—has before him his best days since the early beginnings of the industry. The brightness of his future, however, depends upon his ability to turn out a product that takes immediate and prompt advantage of style trends and upon his ability to interpret that style in his advertising. With such ability there must, of course, be the ability to keep overhead down and otherwise to operate a business efficiently.

Joins Decatur, Ill., Agency

Miss Frances Hays has joined the art staff of The Midland Advertising Service, Decatur, Ill.

"The Living Age" Under New Ownership

The Living Age has been sold by the Atlantic Monthly Company, Boston, and, beginning with the current issue, will be published at New York by The Living Age Company. It will be published in co-operation with an advisory council which includes Senator Arthur Capper, Robert H. Davis, Henry L. Stoddard, Ralph Beaver Strassburger and Richard H. Titherington.

The Living Age, which was founded in 1844, has never missed a publication date. It was purchased in 1918 by the Atlantic Monthly Company. Under the new ownership it will be continued as a monthly publication with a change in advertising page size to 7 1/2 by 10 1/4 inches.

F. J. Torthy, formerly with the Condé Nast Publications, is advertising manager.

"The New Yorker" Adds to Staff

H. H. S. Phillips, Jr., recently an account executive with the New York office of N. W. Ayer & Son has joined the advertising staff of *The New Yorker*, New York. He has been with N. W. Ayer for the last five years and formerly was with the Blaker Advertising Agency, Inc., New York.

H. T. Hatcher, formerly advertising manager of *The American Mercury*, New York, has also joined the advertising staff of *The New Yorker*. He was recently advertising manager of *Plain Talk*, New York.

Hearst Newspaper Executives to Meet

Executives of the Hearst Newspapers will meet at Chicago on August 30 and 31. Editorial, business and circulation executives, heretofore, have met together annually, the last meeting being held at Atlanta six months ago. These meetings have been so productive that Colonel Frank Knox, general manager, announces that they will now be held semi-annually.

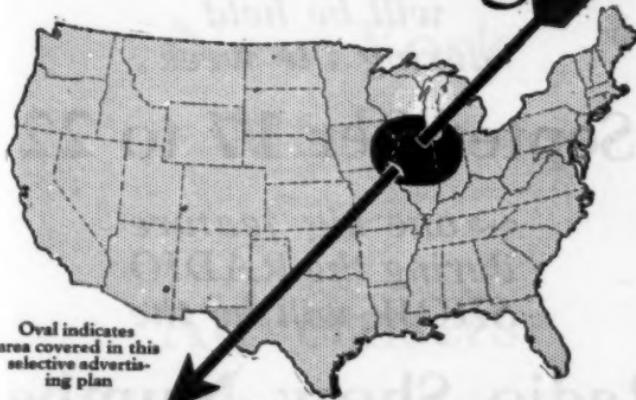
Williamson Candy Company Appoints Grover C. Haislip

Grover C. Haislip has been appointed treasurer and advertising manager of the Williamson Candy Company, Chicago, maker of Oh Henry! candy bars. He has been with that firm for the last seven years.

F. L. McShane, Publisher, Rochester "Journal-American"

Frank L. McShane, recently business manager of the Baltimore *News*, has been appointed publisher of the Rochester, N. Y., *Journal-American*. He was, at one time, advertising director of the Newark, N. J., *News*.

a new **RADIO** **hookup** *in Chicago*



Oval indicates
area covered in this
selective advertising
plan

**750,000 concentrated
Sunday circulation * 80¢ a line**

Radio Manufacturers can now get advertising "selectivity" in the Chicago Market which "hooks-up" only with the territory of distributors.

In this new plan advertisers buy circulation concentrated in the territory in which Chicago distributors have retail outlets. At a rate of 80 cents a line this provides Radio Manufacturers with the most economical advertising buy in the Chicago Market.

THE CHICAGO HERALD and EXAMINER

National Advertising Manager—J. T. McGIVERAN

EUCLID M. COVINGTON
285 Madison Ave., New York

T. C. HOFFMEYER
625-6 Hearst Bldg., San Francisco

Aug. 23, 1928



The New York Radio Show

*will be held
during the week*

September 17 to 22

*one big feature
during the RADIO
SHOW will be the*

**Radio Show Number
of the
NEW YORK
EVENING JOURNAL**

Date of issue—Wednesday, September 19

This Radio Show Number—an integral part of The New York Evening Journal—will be distributed to the largest evening home-going circulation in America, 95% of which is concentrated in New York City and nearby suburbs.





Business is Good

in the

**New York
Market**

for

Advertisers

in the

**NEW YORK
EVENING JOURNAL**

The Greatest Circulation of any Evening Newspaper in America

and a QUALITY Circulation at THREE CENTS a Copy

Daily and FIVE CENTS Saturday

HEARST BUILDING
CHICAGO

9 EAST FORTIETH ST.
NEW YORK

BOOK TOWER BUILDING
DETROIT



The Detroit Times is
the sixth largest
evening newspaper
in the U. S.
with over 300,000
circulation daily
and Sunday—
that fact alone
should find the
Detroit Times on every
national schedule.

"The Trend is to THE TIMES"

"Personal and Private"

A Growing Practice among Advertisers Which Is Doing Far More Harm Than Good

By Amos Bradbury

THE first time I opened a big blue envelope marked "personal" and addressed in a feminine hand, only to discover that it contained a letter from the maker of a roofing material who called attention to the disgraceful condition of my roof, I said, "Isn't that clever?" or words to that effect.

But that was years ago. During the years between, the habit has grown so fast that I now consider it pernicious, harmful and ridiculous.

And how it has grown! This evening, as I entered the house after a few days' absence, I found a pile of letters on the hall floor where they had been pushed through the mail slot by the postman. All of them bore the honest marks of their origin except three. Two of them were marked "personal" and one was marked "personal and private." Two out of the three were addressed in long-hand. I opened them both at once, especially since one was postmarked from a city where I have a sick relative. The one I thought was from her, was an urgent request, with price list, that I lay in my full supply of winter jams and jellies early this year and take advantage of the present low prices.

The other was an invitation for me to join a group of prominent men who were forming a syndicate to underwrite securities for a number of small companies. The offer made to me was on a far more advantageous basis than later offerings to the public would be. The third envelope marked "personal" contained the news that an osteopath I had never heard of before had returned from his vacation. It was a printed announcement and gave the telephone number.

The rest of my mail contained open and above-board advertising material from several manufactur-

ers. The envelopes indicated their source at once. One was from the maker of a car, which I am seriously contemplating buying. It contained a nicely printed booklet showing all the new models in full color.

But, and this I think is an important point, by the time I had opened and read three letters which sneaked into my house under false pretenses, I was not in the calm good humor which every advertiser has a right to expect from the people to whom he sends honest advertisements. The practice is, I feel sure, unfair to the reputable advertiser who would not stoop to such methods.

It is, of course, also unfair to the public. While my family was away in the country and I was with them, the maid at home was instructed to look over all mail carefully, and forward all which looked important.

A PHONEY LETTER

She, of course, used her best judgment and holding much advertising material which might have been useful, forwarded instead what she thought were personal and important letters. I remember one in particular which required extra postage from me. It was one of those phoney letters from Paris which indicated that the expert from a New York store was over there making a special selection of silk cravats for me to wear this fall.

My wife received her full share also, of apparently important and personal letters which frequently turned out to be about trivial and unimportant products or services someone wanted her to buy. Such experiences are annoying and build only ill-will for the people who resort to such practices.

Somehow our family receives a lot of mail. I am on a number of sucker lists, and my wife has

charge accounts all over, and we must be on other lists. The "personal and private" people bother us, and they are equally obnoxious to people who do not receive so much mail. One of them was talking to me about the subject.

A personal letter means much to him. He likes to hear from his friends. Whenever an envelope marked "personal" arrives, especially in a female hand, he gets an appreciable thrill. He feels a distinct sense of anger when he finds some of them are invitations to watch the demonstration of a new vacuum cleaner at his dealer or to open a savings account for his little daughter at the bank.

Just the other night he found an envelope marked "personal," which his wife had saved for him and handed over somewhat suspiciously. The letter inside had his welfare in mind for it jogged along like this:

"If you are anything like me, here is something that will interest you.

"How would you like to quit work some day, cash a good-sized check at the bank, and start out on a vacation for the rest of your life?

"Or, perhaps you would prefer to settle down in a cozy home of your own where you could spend the rest of your days just doing the things you've always wanted to do 'when you had time.'

"Sounds attractive does it not? No more worries—nothing but good times ahead—and all expenses paid. But—where is the money coming from?

"The answer is simple. All you have to do is to rearrange your present financial program slightly and the money question will take care of itself. You can laugh at money worries if you follow this simple plan. And, best of all, the plan is so simple anyone can understand it—so definite anyone can follow it—and so CERTAIN NO ONE CAN FAIL. Thousands of keen-minded New Yorkers proclaim it 'The best method ever devised,' and it is as safe as a government bond.

"Want to know more about this REMARKABLE Plan? Mail the enclosed card NOW."

He would just love the idea of quitting work and sitting by the side of a brook for the rest of his life, he tells me, but he didn't find out any more about the remarkable plan by mailing the card mainly because he felt he had been fooled by the "personal" envelope.

It is even worse when the recipient is a person who receives almost no mail at all. I know one such person who trudges down hopefully from the mountain each day, to a mail box fastened to a great oak, which stands near a wooden bridge by a calm river.

Once in a long while he will find a letter there from his uncle "over Rockaway way" or from a niece who lives in Kansas City. Last week he stopped me when I was on my way up the road to the mountains. He wanted to borrow a dollar. While his need for money is not unusual, the purpose for which he wanted this particular dollar was. A hospital in a nearby city had sent him not only a letter marked "personal," but a little book with the names of people, apparently written in, who had given money.

The subscriptions ran all the way from \$1,000 at the top of the page down to \$1 in the space just above the place he was to write his name. The letter he showed me was one he had just taken from the mail box. It was a form follow-up also marked "personal" which reminded him of the subscription book he had in his possession and politely demanded its return.

The poor old fellow was positively scared, and when he had finally extracted the dollar from me he put it in the book, wrote his name, and asked me to mail it on the way home. He only gets \$3.50 a day when he works, which is seldom, but the "personal" bunk, so often used by charitable organizations, had caught him, too, in its meshes.

There are many more people besides myself and my friends who do not like the idea of being bombarded with letters which are marked "personal" when they are not.

I see by the Senate records that

S teadily Increasing Circulation

137,408

Daily Average Net Paid Circulation of The NEWS for First 7 Months of 1928—Highest Average in NEWS History!

—and note these substantial month-by-month gains—

4,249 GAIN May, 1928 over May, 1927

5,154 GAIN June, 1928 over June, 1927

7,300 GAIN July, 1928 over July 1927



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL Chicago: J. E. LUTZ
110 East 42nd St. The Tower Bldg.

HOME-DELIVERED—READ BY THE ENTIRE FAMILY

Senator Royal S. Copeland of New York introduced a bill to make such matter unmailable. "It is not fair," the Senator said, "to invade the sanctity of the office or home by sending material under the pretense that it is intimate and personal when it is not."

He said that his own home had been filled with envelopes marked personal, which, upon being opened, contained some of the same sort of matter I have described.

I have not heard what happened to the bill nor do I know whether a legislative act can stop people from telling a falsehood on the envelope, but surely it is a silly and foolish habit which does the sender far more harm than good.

Started apparently by cripples who sell terrible looking neckties on suspicion, and women who are making jam in their cellars to support sick husbands, the practice has spread so far that it annoys Senators as well as ordinary citizens like myself. It has even been used on one or two occasions by prominent advertisers who should know better.

It is getting into the house under false pretenses just as much as the house to house canvasser who says he is from the local utility company and gives the impression he is going to read the meter, when as a matter of fact he has a vibrator or a vacuum cleaner concealed behind his back.

It is a bad practice. It is poor business. I hope it will stop.

Lynn Ellis to Leave Honig-Cooper

Lynn Ellis has resigned as vice-president of the Honig-Cooper Company, San Francisco advertising agency, with which he has been associated for the last year. His resignation becomes effective August 31, when he will again devote his entire time to the business of Lynn Ellis, Inc., an advertising management service which he founded several years ago and has since maintained, with offices at San Mateo, Calif., and New York.

Robert F. Hussey, for three years with Aubrey & Moore, Inc., Chicago advertising agency, as a copy and contact man, has joined Low, Graham & Wallis, advertising agency of that city, in a similar capacity.

Appointed by Yosemite Park and Curry Company

Frederick Black, who recently resigned as advertising manager of the Matson Navigation Company, San Francisco, to start his own business as sales and advertising counselor, has been appointed advertising manager of the Yosemite Park and Curry Company, Yosemite National Park.

E. D. Voorhis to Direct Royal Easy Chair Sales

E. D. Voorhis, at one time with the H. D. Lee Mercantile Company, Kansas City, Mo., manufacturer of work clothes, as general sales manager in charge of advertising, has joined the Royal Easy Chair Company, Sturgis, Mich., as director of sales and advertising.

"The Review of Reviews" Appoints Woodward Fellows

The Review of Reviews Corporation, New York, has appointed Woodward Fellows, formerly assistant manager of the financial department of The Quality Group, as manager of the financial department of *The Review of Reviews* and *The Golden Book Magazine*.

C. C. Applegate Joins W. F. Powers Company

C. C. Applegate, formerly with the Brooklyn, N. Y., Standard Union and Alco-Gravure, Inc., New York, has joined the sales department of The W. F. Power Company, New York, lithographer.

New Accounts for Blaker Agency

The Dorfan Company, Newark, N. J., manufacturer of toy trains, and The Ken-Wel Sporting Goods Company, Inc., Utica, N. Y., have appointed the Blaker Advertising Agency, Inc., New York, as advertising counsel.

New Orleans Photo-Engravers Merge

Three New Orleans photo-engravers, the New Orleans Engraving Company, Panama Engraving Company and Grellie Egerton Photo-Engraving Company, have consolidated. They will continue to operate under their respective names.

Joins "Christian Science Monitor" Staff

George M. Fowler has joined the Chicago advertising staff of *The Christian Science Monitor*. He formerly was manager of sales development at Chicago of the Sherwin-Williams Company.

NO SINGLE paper reaches, by too many thousands to be lightly dismissed, all of Chicago's newspaper-reading population. And no combination of newspapers can be devised in Chicago which excludes the **Chicago Evening American** that will effectively reach enough of its circulation to justify the exclusion.

Here is the foremost of all the facts which make the **Chicago Evening American**'s inclusion, in a major position, imperative in any "Chicago-wide" advertising plan. It is a fact which should be insurmountable to the formulators of all such plans.

CHICAGO EVENING AMERICAN
a good newspaper

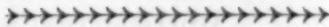


*Another letter
from an author
to an editor*

"I can say most enthusiastically and sincerely that I think the magazine is growing better all the time and that it must be getting well along toward your ideal for it."

JESSICA G. COSGRAVE

Head of the Finch School of New York and a prominent contributor to Delineator and other magazines



*Further Proof
of the Demand
for
STYLE and
BEAUTY*

In itself Delineator has proved . . . what almost



Delineator

Established 1883

THE BUTTERICK PUBLISHING COMPANY



every manufacturer and advertising agent now know . . .

That the American public today *demands* above everything

Style and Beauty

Delineator within the year has increased its circulation 650,000...
the net paid guarantee will be 2,000,000 with the January 1929 issue.

And just now advertisers are profiting enormously in the excess net paid circulation delivered, which is far beyond the guarantee.

ator

PUBLISHING COMPANY



Aug. 23, 1928

ELECTRICAL EDUCATION



POWER companies are eagerly co-operating with agricultural colleges in furthering the use of electrical power on the farms of America. Short courses, travelling exhibits, special schools—all receive the close attention of Mr. and Mrs. Farmer and the younger Farmers.

Farm women are quick to grasp the value of electricity on the farm. They are becoming more and more a factor in the spending of the farm budget. They are becoming emancipated, educated, modern in appearance and viewpoint.

Advertise to the "new" farm woman of today through her own magazine, **THE FARMER'S WIFE**. It is the only magazine in America published exclusively for farm women. It meets her needs—and yours.

THE FARMER'S WIFE

The Magazine for Farm Women
Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives

Standard Farm Papers, Inc. Wallace C. Richardson, Inc.
307 North Michigan Ave. 250 Park Avenue
Chicago, Illinois New York City

Eastern Representatives

Member Audit Bureau of Circulations

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Hudson River Line Uses Newspapers to Stimulate Week-Day Trips

Campaign Is Run in Newspapers by Hudson River Day Line Appealing to Special Classes of Prospects

THE Hudson River Day Line, New York, has enjoyed a very satisfactory business, particularly on Saturdays, Sundays and holidays. At the beginning of the 1928 season, however, it was felt that to increase this business it would be necessary, first to interest more people in week-day trips and, secondly, to make direct appeal to special classes of prospects.

To accomplish this result, it was decided to buy run-of-paper position away from the traditional steamship and resort advertising for a special newspaper campaign, while still carrying adequate representation in the regular steamship columns. In other words, instead of addressing primarily the traveler as such, the campaign was to be directed at the public without its counsel or consent. The public was to be taken softly, unawares, as it read the news of the day.

This run-of-paper campaign was divided into two parts—a series of 375-line units and a series of 200-line units. The run-of-paper advertisements, besides extolling the beauties of the Hudson, the coolness of its breezes, the attractiveness of the Day Line steamers and the convenience of their service, were also in many cases addressed to particular and specific groups, such as, mothers and children, business men, young men and women, persons with days off during the week, tourists visiting New York, vacationists and outdoor enthusiasts. An effort was made to make the copy short, snappy, conversational, full of life and sparkle and modern.

In casting about for "something different" for layout and illustration in connection with the 375-

line series, those responsible for the copy hit upon the idea of advertisements patterned after the editorial cartoon. These cartoons, dealing with local or political events and usually appearing on a newspaper's editorial page, are

SPRING FEVER . . . And the Remedy



AN APPEAL IS BEING MADE TO SPECIAL CLASSES OF PEOPLE—IN THIS INSTANCE TO THE BUSINESS MAN AND HOUSEWIFE

really an expression of that newspaper's policy and, as such, are of special interest to the reader. By imitating their characteristics, technique and headline treatment, the Day Line advertisements achieved a great similarity to these cartoons.

One of this series, entitled "Mother's Day," pictures a mother and child standing at the stern of a Day Line steamer waving goodbye, as they sail up the smooth waters of the Hudson, to the

dusky skyscrapers of the city. The copy is very brief and reads: "Good-bye to worry for a day. That's what she needs. A sail to the picnic grounds of the Hudson, or a whole day on deck. Some week-day soon!" Another cartoon called "Spring Fever and the Remedy" shows a business man at his desk looking longingly out of a window. On the opposite side of the advertisement is a woman pausing over her work at the kitchen range to gaze out of the same big window. Both are watching a graceful, white steamer gliding past the towering Palisades.

The 200-line series features interestingly drawn headings and small bold illustrations of the thumb-nail type. Some of these read "When the Brief Case Is a Burden,"—"When the Streets Are Hot and Dusty,"—"When the House Work Makes You Weary,"—etc., followed in each case by the argument, "Take a Day Line Trip up the Hudson."

After following along these lines during the months of May and June, a copy switch was made in July, holding fast to the basic and underlying principles already decided upon for the campaign, but obtaining additional variety and interest by the use of another style of presentation. In this new group of advertisements, the 375-line units took the form of large photographic halftone heads combined with modern and artistically arranged lettering, all laid out with plenty of white space.

Under the title, "It's Certainly Cool on the Hudson," one of these advertisements shows a happy and attractive young man and woman just behind the steamer rail. Without being actually disheveled, there are indications that they are sitting in a strong breeze and like it. The copy says, "Hello folks! We're surely getting a big kick out of this Day Line trip up the Hudson. Cool breezes whistling in our ears, mussing up our hair and whipping life into our cheeks. Oh, man, don't you wish you were with us?"

Another advertisement shows a

young man phoning to his best (presumably) girl. He says: "It's my day off, Mary. Let's go up the Hudson" and continues with glowing details. She just replies "Fine!" and looks thoroughly convinced. In other advertisements of the series, smiling children state "We're Going up the Hudson Tomorrow" and then tell why. "Mr. and Mrs. Visitor in New York" are also exhorted not to "go back home without seeing the Hudson."

In the 200-line presentation for July, copy along the same strain was used, without illustrations, but depending on novel border and lettering treatment with appropriate white space for effectiveness.

As August is one of the Day Line's most popular periods, with less aid from advertising needed than at any other time, the run-of-paper advertising for this month has been reduced to small single-column units with the idea of conserving energy for the resumption of the larger advertisements again in the fall.

With the completion of this entire 1928 campaign, it is believed that two important results will have been accomplished. First, the Day Line will have become more than a strictly "classified" advertiser, without losing hold on that important part of the paper and, secondly, there will have been brought to a successful conclusion a more aggressive and systematic campaign for increased patronage than ever before attempted by the Day Line.

W. B. Pearson, President, Mavis Bottling Company

Walter B. Pearson, at one time Eastern division manager and, later, chairman of the general sales committee of The Procter & Gamble Company, Cincinnati, has been elected president of the Mavis Bottling Company of America, with headquarters at New York and Baltimore.

Appoint Brisacher Agency

Dutch Chain Stores, manufacturers and retailers of ice cream, and the Log Cabin Bread Company, have appointed the Los Angeles office of Emil Brisacher & Staff, advertising agency, to direct their advertising accounts.

Aug. 23, 1928

PRINTERS' INK

35



© THE CONDÉ NAST PUBS., INC.

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a full-service Telegraph and Cablegram unless its delivered character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

SIGNALS

UL	= Day Letter
NL	= Night Message
HL	= Night Letter
LCO	= Deferred Cable
CST	= Cable Letter
WLT	= Work-Led Letter

TELEGRAPH & CABLEGRAM

J. C. WILLETT, POSTMASTER

Received at Room 604, GRAYBAR BLDG., N.Y.

528 AUG 10 PM 1 46

PA 161 158 N. — PITTSBURGH PAGE 10 1253P

VOGUE

43 ST & Lexington Ave. —

HAVE JUST REVIEWED FINAL PLANS FOR VOGUE STORE AND AM MORE
ENTHUSIASTIC ABOUT IT THAN ANY MERCHANDISING OR STYLING CAM-
PAIGN I HAVE EVER HAD ANYTHING TO DO WITH OR HAVE EVER KNOWN
ABOUT STOP THE COOPERATION FROM VOGUE HAS BEEN WONDERFUL AND
THE EFFORT OF OUR ORGANIZATION FULLY JUSTIFIED THE EFFORT AND
EXPENSE STOP NO STYLING OR PUBLISHING ORGANIZATION HAS EVER
HAD SO MUCH TO GIVE AS VOGUE IS GIVING US AND NO RETAIL STORE
TO MY KNOWLEDGE HAS EVER SO FULLY TAKEN ADVANTAGE OF WHAT
VOGUE HAS AVAILABLE FOR RETAILERS STOP REGARDS

JOHN LEECH
GIMBELS — PITTSBURGH

THE QUICKEST, SAFEST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

A message to Vogue from Gimbel's—Pittsburgh

Volume I of "Commerce Yearbook" Now Available

ANNOUNCEMENT was recently made by the Department of Commerce that the 1928 edition of Volume I of the "Commerce Yearbook," a 708-page publication, is now available and may be obtained from the Superintendent of Documents, U. S. Government Printing Office, at Washington. The price is \$1 per copy. It may also be obtained from any district office of the Department of Commerce.

The volume is, in reality, a summary of the outstanding important business information compiled by Government departments and bureaus during the preceding year. The "Commerce Yearbook" was issued in two volumes in 1927 for the first time. This was done in order to increase its scope and general usefulness. Volume I contains detailed information regarding general business conditions in the United States and its non-contiguous territories and possessions. Volume II contains similar data, although in not quite the same detail, for about eighty foreign countries.

An indication of the vast amount of ground covered by Volume I is given when it is mentioned that its contents include a discussion of production, employment and domestic trade; wholesale, retail and farm prices; foreign trade; agricultural productions and food-stuffs; fuel and power; construction; construction materials; metals; machinery; automotive products; rubber and rubber products; textiles and clothing; leather and leather products; paper and printing; chemicals and related products; transportation and communication, and banking and finance.

White Rose Earnings Gain

Seeman Brothers, Inc., New York, White Rose grocery products, for the year ended June 30, reports a net income of \$656,128, against \$469,364, for 1927.

Mohawk Carpet Mills Appoint G. A. McDonald

George A. McDonald, for the last year assistant wholesale advertising manager of W. & J. Sloane, New York, house furnishings, has been appointed assistant advertising manager of the Mohawk Carpet Mills, Inc., Amsterdam, N. Y. His headquarters, later, will be made at New York. Mr. McDonald was formerly with the Bedford Advertising Agency, Inc., Brooklyn, N. Y., and The Hills Brothers Company, New York.

To Publish "Panorama," Illustrated Weekly

The Panorama Publishing Company, Inc., New York, will start publication next month of *Panorama*, an illustrated weekly of general editorial appeal. It will have a type-page size of 10½ by 13 inches.

Executives of the new company are as follows: H. Phelps Clawson, president; Mrs. Anne U. Stillman, chairman of the board, J. A. McMennamin, advertising manager and Herbert B. Mayer, editor.

Fred E. Walter with Paul Block, Inc.

Fred E. Walter, recently advertising manager of the Williamson Candy Company, Chicago, who had been appointed manager of the Chicago office of the Williams-National Outdoor Advertising Agency, has instead joined the Western staff of *Pictorial Review*, represented by Paul Block, Inc.

D. C. McIntosh, President, Haynes Corporation

D. C. McIntosh, formerly secretary and treasurer of The Haynes Corporation, industrial engineers, Chicago, has been made president. He succeeds Hasbrouck Haynes, for nine years president, who now becomes chairman of the board.

New Orleans "Item-Tribune" Appointments

C. Walker Hancock, formerly in charge of the local display advertising of the New Orleans *Item-Tribune*, is now national advertising manager. Leo R. Jalenak succeeds Mr. Hancock as head of the local display advertising department.

Walter Quackenbush Joins Michaels & Heath

Walter Quackenbush, for twenty-five years Eastern manager of the *Northwestern Miller* has joined Michaels & Heath, Inc., New York advertising agency, in the capacity of account executive.

QUANTITATIVELY speaking, Detroit is a city of a million and a half people.



QUALITATIVELY analyzed on the basis of assets-to-purchase, it should be remembered that 68% of the people have incomes *under \$1800* yearly.



TWENTY-THREE per cent of the people have incomes ranging from \$1800 to \$3000—

5% are in the income group between \$3000 and \$5000 yearly, while only 4% are in the \$5000 or more per year income class.



THIS all simmers down to about 150,000 families worth advertising to, and that is the city circulation of The Detroit Free Press with another ten per cent added for good measure.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

Aug. 23, 1928

Aug.

Presenting...

CHARLIE CHAPLIN

in the blindfold cigarette test

Famous star selects

OLD GOLD

"One cigarette of the few I smoked in the blindfold test was like shooting a stone successfully after a series of misses. I had no 'hit' and I named it at my choice. It was Old Gold. Which solves up a mystery, for the supply of

Old Gold is very slippery. His name is necessarily kept deplored. It seems that Strength and Health are the only solid qualities he has. And who doesn't smoke them?"

Charlie Chaplin

For the Porch-Party

Welch's

How does OLD GOLD do it?

SMOOTHER AND BETTER—"NOT A COUGH IN A CARLOAD"

THIS large-size Sunday paper on July 8 had 174 pages, carried 93,391 lines of advertising, and had about 400,000 circulation. The Old Gold advertisement filled 1,000 lines, and

cost \$1.40 per line (5,000 line contract)
or \$3.50 per ad per thousand readers.

page
age
Gold

Roto—Solo or Part Song?

In the large paper a couple of other advertisements coughed at the Old Gold copy on the same page. It hit high spots but missed metropolitan millions. While in the New York Sunday News, the full page covered the market like a London fog, reached a million more friends of the fag—and cost only 55% as much per ad per thousand readers.

New York

Presenting...

CHARLIE CHAPLIN

in the blindfold cigarette test

Famous star selects

OLD GOLD

"One signature of the time I smacked in the blindfold test was like shooting a series monotonously after a whole series of failures. It just 'clicked' and I sensed it at my fingers. It was Old Gold. What clears up a mystery, for the supply of

Old Cigars in my Beverly Hills home is constantly being depleted. It seems that "Brewster's Millions" and "The Tramp" are the only motion pictures never seen where they don't smoke them."

Charlie Chaplin

Photo from the personal library of Charlie Chaplin

Charlie Chaplin...smokes OLD GOLD.

How does OLD GOLD do it?

Where the name of Old Gold's winning blend? The answer is very simple. There are two reasons why Old Gold is the most popular cigarette in America—firstly, its unique flavor; secondly, its smoothness.

The flavor of Old Gold is rich and full-bodied—just right for the average man. There are no harsh, bitter notes. That's why Old Gold is the most popular cigarette in America. And that's why Old Gold is the most popular cigarette in the world.

SMOOTHER AND BETTER—"NOT A COUGH IN A CARLOAD"

THE New York Sunday News on July 22 had 72 pages, carried 21,329 lines of advertising, and the average July Sunday circulation was 1,436,981. The Old Gold advertisement filled 1,000 lines (one page), and cost \$2.80 per line (5,000 line contract) or \$1.95 per ad per thousand readers.



That's the story of The St. Louis Star's progress since January first.

Circulation so far this year is up about 16,000 over the same period in 1927.

Local advertising volume for the seven months of 1928 is 738,321 lines higher than a year ago the total advertising increase is 858,118 lines.

And in July, national advertising showed an increase of 4,836 lines while every other St. Louis daily newspaper LOST.

More and more national advertising space buyers are beginning to realize what St. Louis advertisers have known for some months

Now Things Are Different in St. Louis

THE ST. LOUIS STAR

National Advertising Representatives—
STORY, BROOKS & FINLEY

Why Sargent & Company Dropped the Decimal System of Packing

The Plan Was Admittedly Sound but It Did Not Obtain the Concerted Support of Hardware Manufacturers

An interview by Charles G. Muller with

Murray Sargent

Secretary, Sargent & Company

MORE than ten years ago, Sargent & Company, manufacturers of hardware, adopted the unit or decimal system on piece work done in their plants. That is, count was taken by tens and hundreds instead of by dozens and gross. The method was simple and made for various economies in time and labor. The idea was taken up by hardware manufacturers and jobbers in general and about five years ago a move was made to adopt this decimal system to pricing and packing throughout the trade. But on August 1 of this year, Sargent & Company, a leader in this movement, changed many of its lines back to the dozens and gross plan, and on January 1, 1929, will change many other items.

The story of the rise and fall of the unit method of pricing and packing merchandise in the hardware field provides chief interest to other types of manufacturers because it shows how even an outstanding leader in an industry cannot put over a constructive, admittedly economic plan if other manufacturers in the industry do not stand by to give full and concerted support. The decimal system was modern, simple, tested in the heat of war-time trade, and productive of many advantages to manufacturer, jobber and dealer; but the inertia of trade practice proved too great for a few companies to buck, and the result is a step backward in the hardware industry.

According to Murray Sargent, secretary of Sargent & Company, when the unit system was worked out for the manufacturing end of his business it proved very satisfactory. Workers were paid for five, seven, twenty-nine or any number of pieces turned out at so

much per piece rather than at so much per dozen. Instead of figuring quarter-dozens, half gross and so forth, payment was made at so much for each separate item.

"As time went on," says Mr. Sargent, "we realized that our clerical departments were doing a good deal of work transferring from the units of manufacture to the dozens and gross of distribution records and invoices. At this time we had 28,000 different items in the entire line, and the various transfers made for considerable confusion. We had previously, as had most other manufacturers, some items which always had been priced and packed by the piece all the way to the dealer, but it was not until we put the decimal plan into full operation throughout the factory that we realized how much better it would be to place all hardware pricing and packing on the unit basis.

"About 1920, we decided to see if we could get general support for this plan throughout the industry. We had four points to talk up:

"(1) There was much lost motion where some items were sold in tens and hundreds and others in dozens and gross lots to the same outlets;

"(2) There was considerable confusion in breaking in new people. Clerks learning the business—and even old-timers—made many mistakes;

"(3) During the war the Government had used the decimal method in ordering hardware, and the plan had proved itself in that great test to be eminently satisfactory;

"(4) Simplification in industry quite generally was being pushed at the moment, and tests actually

had been made on invoices by gross and by units, with noteworthy time savings shown to result from the decimal plan.

"With these four principal reasons for adopting the new plan in distribution as well as manufacture, we set out to enlist trade cooperation."

Apparently the idea received more favorable than adverse attention. While many retailers and jobbers objected on general reactionary principles and said they could not see that the new plan would bring any more money into their pockets, many others gave it hearty approval. Trade associations talked it up, business papers helped it along, and a good deal of missionary work was done to get manufacturers to put the system into general practice. Approval of the National Association of Purchasing Agents also was obtained.

However, it cost nothing for a manufacturer or jobber or retailer to say, "Go ahead, and I'll follow." Too, the individual did not have to do anything at once. And the sum total of the effort was to elicit approval of the decimal system, but an approval given in a perfunctory way.

In 1921, then, Sargent & Company, as leader, took the first step. This was to issue a new catalog that priced *all* items on the new basis. Sargent lines were to be handled from raw material to consumer on the unit system.

"We found that the plan worked well," says Mr. Sargent, "especially in contract work where buildings have so-and-so many openings—forty doors and windows on one floor, twenty-six on another and so forth. It was infinitely easier for builders' hardware men to order the exact number of items for these openings than to order in broken dozens or gross.

"The second outstanding advantage was in making inventories. Manufacturer, jobber and dealer alike could run through stock and point off in tens and hundreds much more easily than they could figure out on a twelve or 144 basis.

"But there was difficulty in getting the plan generally put into use, because conservatism and in-

ertia proved powerful. While there was no doubt about the dollars and cents savings in the use of the system, it was difficult to put one's finger on them. Minor objections also were raised constantly, such as that where formerly a dealer sold twelve of an item, he would sell only ten under this plan. And these various objections, while more apparent than real, gained a great deal of popular support because of reluctance to accept change.

"In miscellaneous shelf hardware particularly, the plan lacked general backing. Many manufacturers, to please conservative dealers, continued to pack certain items in dozens, which meant that the manufacturer who packed in units was passed up as a source of supply or was forced to pack specially for such dealers."

In the last analysis, it was lack of uniform adoption of the idea which caused Sargent & Company, after six years of sincere effort to push the plan, to send out on June 27, 1928, the following letter to customers:

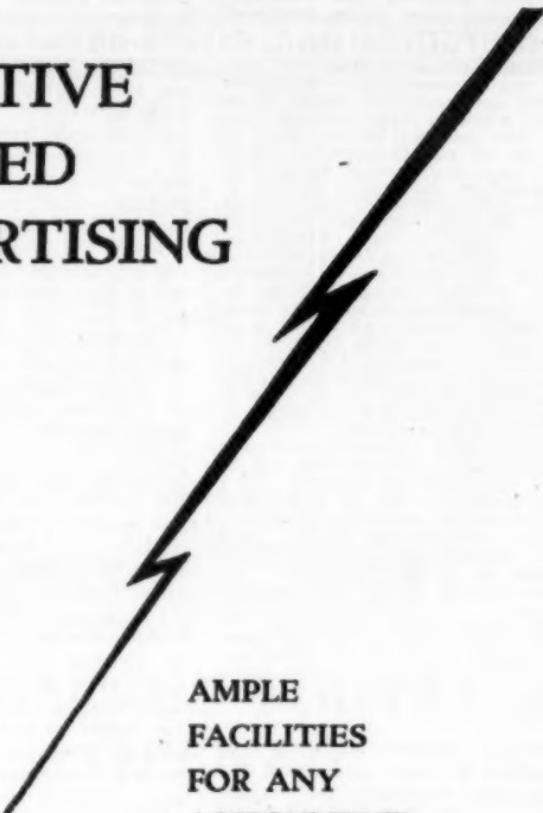
Several years ago there was considerable discussion in the trade press and at conventions regarding the method of pricing and packing hardware, some articles being listed by the dozen, some by the gross, others singly or by the hundred. It was generally recognized that it would simplify the conduct of the business if a uniform system could be adopted by all manufacturers of the same classes of goods and there seemed to be a genuine demand for the adoption of what was termed the decimal system of pricing and packing.

The advantages of this system appealed to us, and since 1921, when we put it into effect for all the lines of hardware made by us, a thorough trial has demonstrated to our satisfaction that the decimal system is a practical, simple, convenient and time-saving method of pricing. We believed that the industry as a whole would welcome the change and that other manufacturers would adopt the new system. A number did so but no concerted action was taken and in fact some manufacturers and jobbers who made the change to the decimal system have since gone back to the old method.

The Hardware Council, an official body made up of representatives chosen by the three leading trade associations in the hardware industry—the manufacturers, the jobbers and the retailers—recently adopted the following resolution:

"That all manufacturers of similar lines should pack their goods in the same quantities, that is, the same quan-

EFFECTIVE PRINTED ADVERTISING



AMPLE
FACILITIES
FOR ANY
ASSIGNMENT

CHARLES FRANCIS PRESS
PRINTING CRAFTS BUILDING
461 EIGHTH AVENUE, NEW YORK

TELEPHONE
LACKawanna 4300

Aug. 23, 1928

Aug. 23

tity system should be used, preferably the gross and dozen system, because of long established use."

In view of this action, which we believe was taken deliberately after thorough and painstaking study and investigation and because we concur in the opinion expressed in the resolution that "the same quantity system should be used by all manufacturers of similar lines" we have decided to return to the old method of pricing and packing for the lines of miscellaneous Builders' and Shelf Hardware that are commonly carried in stock by the hardware trade.

On Lock Goods and articles of Builders' Hardware used mainly in contract work, we shall continue to use the decimal system thus meeting the needs and simplifying the work of the builders' hardware men whose estimates and quotations are based on the number of doors, windows and other openings in a building and who therefore figure irregular quantities and not dozens or gross or fractions thereof.

For all orders received on and after August 1 the following lines will be priced and packed as indicated.

On January 1, 1929, we shall change the pricing and packing of the goods in our miscellaneous Builders' and Shelf Hardware lines mentioned in the attached list to either dozen or gross or to conform to the general trade practice.

We desire to co-operate with the trade in putting this change into effect and would appreciate an acknowledgment of this letter with an expression of opinion if you have any comments to make.

Sargent salesmen had first been consulted by mail and asked for suggestions regarding the change. Following the letter to the trade, announcement of the shift in pricing and packing was made in trade magazines. Price sheets, as of August 1, followed to the company's customers with a letter. And on August 1, the items on which there had been most resistance from the trade went back to the dozen and gross system, with the big balance to be changed on January 1, 1929.

"This does not mean that we have reverted completely to the old methods," Mr. Sargent explains, "for only about 40 per cent of our total items are affected in the change. Those items which always have been sold in units, as well as many items formerly sold in dozens, will continue to be priced and packed on the decimal system, thus pegging our unit system gains to some extent. What we have done is bow to the wishes of the majority of our customers; to swim

with the current rather than to buck it.

"In this move we have been supported by many progressive dealers who, regretting the change in part, agree that as long as all manufacturers are not in line with the decimal system it is best that we go back to general practice in pricing. And it now looks as though the hardware industry as a whole will keep its present methods of pricing certain items in dozens and certain others in units for a very long time."

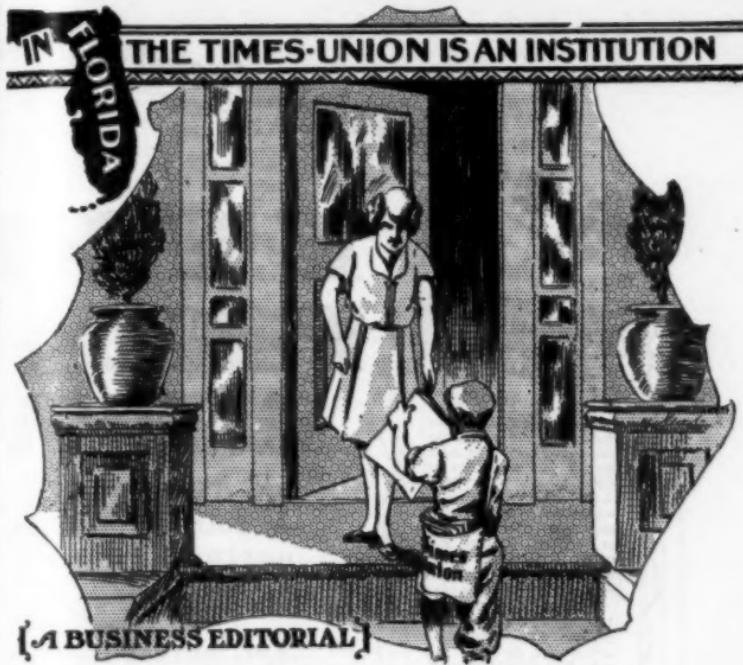
In reviewing the history of the unit pricing and packing movement in the hardware field, there is one very definite conclusion that forces itself forward. This is, that a change of the sort attempted—while basically sound, as proved by the electric industry's use of the unit system among exactly the same dealers—must be organized to take place on a definite date. Had the effort been successful to obtain an iron-clad agreement on the part of hardware manufacturers to go over to the new plan all at once—instead of a perfunctory expression of willingness to follow along once the leader took the first step—the idea no doubt would have quickly gained acceptance among dealers and jobbers who would have adapted themselves to conditions. For the same dealers and jobbers adapted themselves to the handling of electrical merchandise distributed by manufacturers who were apparently united on the decimal pricing and packing plan.

New Electric Refrigerator to Be Advertised

Holmes Products, Inc., recently organized to take over the manufacture and sales of the Allison electric refrigerator, will soon introduce a new machine, to be called the "Holmes." The company's factory at Bridgeport, Conn., will shortly be placed on a large production schedule, following which a campaign will be started to advertise the Holmes refrigerator.

Plans call for the use of magazines and newspapers. Edwards, Ewing & Jones, Inc., advertising agency, will direct this campaign.

This agency also has been appointed to direct the advertising account of the Pie Bakeries of America, Inc., operating bakeries in a number of Eastern and Middle Western cities.



The SACRED PORTAL is OPENED

THE home is every man's castle—to be defended with all the vigor and courage of a feudal baron's fight against invading hordes.

There are house-holders who are as jealous of their portals as any baron of old. The canvasser who attempts to pass is barred. He never gets a chance to tell his story or show his wares—even though his wares may be worthy.

But how different when a manufacturer depends upon the modern newspaper to introduce his product

to the wage-spenders. The sacred portal is opened—seven days a week.

In busy Jacksonville the Times-Union goes into 27,000 homes—every day. It is a welcome visitor. In half of these homes it is the only newspaper read.

If you are a manufacturer or sales executive, don't try "cave man" tactics in trying to reach the homes in Jacksonville. The payrolls of some 500 manufacturing plants are spent by those whom you can reach—as they prefer—through their favorite newspaper—the Times-Union.

And besides complete coverage in big-payroll Jacksonville, you can secure state-wide reader influence besides through advertising in

The Florida Times-Union
JACKSONVILLE, FLA.

Aug. 23, 1928

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rising advertising tide flowing

Came the dawn

Yes, it finally came. Touring last summer, driving late one night trying to make the next town. Loose wire, short circuit, no lights. Box of matches didn't last long. Well, the family finally walked four miles to a farmhouse and I spent the night in the car. Believe me, there's a flashlight in the side pocket of that car now. And one that's dependable—an Eveready. Ever ready to help me out in the dark because I keep it primed for action with the best there are—Eveready Batteries. Here's a straight tip to tourists and don't pass it up. Get the flashlight habit.

EVEREADY FLASHLIGHTS AND BATTERIES

Other regular True Story advertisers now include:

*Carnation Milk
Jell-O
Borden's Eagle Brand
Seald-Sweet
Maslin
Post's Bran Flakes
Fleischmann's Yeast
Lux Soap and Flakes
Linat*
*Florida Citrus Exchange
California Fruit Growers' Exchange
American Soap and Glycerine Products' Assn.
Northam Warren
Daggett & Ramsdell
Andrew Jergens Co.
Pond's Extract Co.
Lysol
Squibb's Dental Cream
Dr. Lyons' Tooth Powder
Forhan Company
Pepsodent
Zonite
Meennas Co.
Djer Kus
Fuseline
Wm. Rogers & Son Silverplate
Fifth Avenue Corset Co.*

EVE E FINDS A NEW WPr

FROM Macy's to Ma ket kett gott's Cross Roads porium, you will find Wag batteries for sale.

Yet, for years, 2,000,000 men, women have been wonder ing past those counters who had seldom read a magazine advertising!

Now, for the first time, National Carbon Company is telling the Eveready in the only great national magazine those 2,000,000 a great market!

A New Market; The Wage Earner

For generations have leading national magazines—and their advertisements been talking only to the upper crust of the population.

Truote

"THE ONLY MAGAZINE THAT"

over to the new wage earner market

READY 500,000 Prospects

Market kettle-full: the "white collar" classes.

The Wage Earner masses heretofore, were not the sort of prospects.

Today, union wages are 259.5%. For the first time in the history of national marketing, the Wage Earner is a prospect and a purchaser of flash-lights, phonographs and hard-competitors!

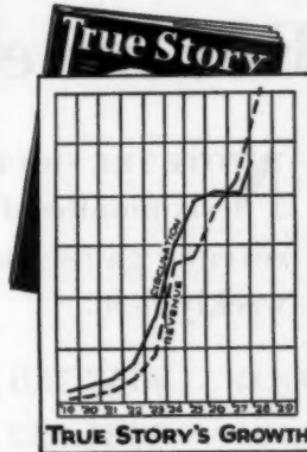
And for the first time, the Wage Earner family is reading a great national magazine . . .

True Story. . . .
The only great national magazine read specifically for the Wage Earner.

Look down the list at the left, see the old established advertisers now using **True Story** exclusively to sell the new Wage Earner market!

True Story

"THE AGE THEY READ"



WRITE FOR NEW MARKET NEWS

More than two thousand executives read this economic report service each month.

It summarizes current data on the economic status of the Wage Earner.

Authoritative figures on employment; detailed reports of wage adjustments; new facts on living and buying habits; complete information is presented in readable summaries illustrated by charts and tables; file size and worth filing.

Because the new Wage Earner market is 65% of the national urban market, **New Market News**, the only special market report service covering this field, deserves the attention of every national merchandiser.

The current issue will be mailed to you upon request to **True Story**, 1928 Broadway, New York City.

Aug. 23, 1928

Now
over 1,500,000
average net paid
circulation guar-
anteed...For 1929,
a much larger cir-
culation and no
increase in ad-
vertising rates.

LIBERTY Leads in Revenue Gains

NOTE THE FIGURES for the first six months of 1928 showing revenue gains and losses in the weekly field.

LIBERTY \$558,750 gain

Collier's \$381,622 gain

Literary Digest \$173,516 loss

Saturday Evening Post \$2,145,815 loss

(Figures furnished by Publishers' Information Bureau)

LIBERTY'S gain not only exceeds that of any other weekly, but is greater than the gain of any other general magazine or any magazine edited especially for women!

Liberty
A Weekly for Everybody

Is the Salesman a Human Being?

If He Is, Treating Him as One May Be Found Profitable

By A. H. Deute

"**T**HREE are two groups of beings—human beings and salesmen!"

That is the statement a salesman made to me the other day. We were riding on the train from Hartford to New York and he was showing me a mass of letters he had received from his house during the last month.

"You can see from this," he continued, "that the man who writes these letters to our sales force looks upon the salesman as something that isn't really human—a sort of cross between a rather poorly made machine which has to be pushed along all the time and a thievish and cute and sly animal.

"No matter how much we do, we ought to do more. No matter how many orders we take, they ought to be bigger and there ought to be more of them. No matter what our weekly expenses may be, they ought to be less. In short, we are salesmen, not people."

Here was a salesman who was plainly doing well. His sales statements showed that, but no doubt his house was going on the theory that we all ought to sell more goods for less money. How to handle a sales force—how to treat each salesman—how to get the maximum of results for the minimum selling expense—it is true that these are problems which weigh heavily on the man whose job it is to produce the volume of business for the house.

I know the financial head of one business, for instance, who, for some eight years made it his business constantly to express dissatisfaction with sales results. Asked point blank the reason for this constant dissatisfaction, even in the face of apparently excellent results, he replied: "No salesman ever does all he can do. No salesman ever economizes as he should. If you let a salesman feel he is doing well, he'll get lazy and his

work will fall off. Nobody is on hand to get him out early in the morning. There is no time clock to punch. Nobody can hustle him back from lunch in the middle of the day. Nobody is around to hold him on the job until five in the evening. The best we can hope to do is make him realize that he isn't living up to his opportunities."

There are men on the road, of course, who are utterly lazy and who have no right to be there. But there are countless men in other lines of work—in offices, for instance, and often in positions of responsibility—who are tremendously lazy, but who manage to disguise the fact simply because in office work it is easy to simulate activity and appear to be busy while still "taking it easy."

While lazy individuals do get into the selling end of business, the fact remains that they usually do not last long. Salesmanship is not a business activity in which the lazy man does well. The lazy man generally drifts to the bottom of the class and stays there, or else drifts out and gets into easier work. In no line of work is there keener personal competition than among salesmen. There is never the race for results between a company's bookkeepers, for instance, that there is between that same company's salesmen.

Let us agree, then, that salesmen—real salesmen—are human beings, even as you and I. The human element is invariably a leading factor, in my belief, in the make-up of the man who is successful in selling goods. This is especially true in the case of the salesman who remains on the same territory and who must see the same list of customers month in and month out.

Several of the most successful salesmen I have ever known have said, in effect, to me: "The greatest compensation I get from

Aug. 23, 1928

my work is the pleasure which comes from seeing my trade over and over again. After a period of years, one gets to regard them all as friends as well as men with whom one is trying to do business."

This calls to mind an old man who still lives in San Francisco. For many years he was the active head of a tobacco jobbing house. It used to be a small house and he spent much of his time on the road. As the business grew, he could spend less time among his trade and finally he cut himself down to just one trip—a boat trip up the California coast to Eureka and nearby points.

As years passed, he gradually retired from the active management of the business. He seemed to relinquish the details of management with real relief, but giving up his trip to Eureka came as a distinct hardship. For years, off and on, when the boat left San Francisco for Eureka, this man would go down to the dock to see it sail and say good-bye to the "boys" who were making the trip. It was only when the railroad was built into Eureka and the "boys" stopped making the trip by boat that the old salesman stopped going down to the bay at sailing time.

I recall another salesman who worked a territory in the western part of Oregon. He had a long list of friends. When the time came for a younger man to take his place, this old-timer retired from business but about every so often he'd make a trip around the territory with his successor. There was a certain feeling of restlessness which he could not overcome and which only the contact with his old customers would satisfy.

And yet it is this type of man who finds himself driven and goaded and urged and threatened in a way which is strange to every other group of men in business.

"Of course," as one salesman said to me, "we take this stuff like a duck stands up to an April shower—it just slips off our backs." And he showed me a letter from his "house."

"I know that this isn't really the

expression of the house," he said. "But sometimes I wonder why the head of our company lets the sales manager hire a group of snappy young men who write us these letters."

This man is about forty-five years old. He is earning in salary and commissions nearly \$10,000 a year. He owns a good home and he is a sound business man. Yet the letter he showed me was plainly written to him by some youngster who had no practical selling experience. It was a mixture of a college cheer and a terrific effort to be sincere. The writer was evidently one of those earnest and sincere young men. In this case, the letter did no real harm, because the man who got it refused to be more than amused by it. But still it was a waste of time and money.

As compared with this method of looking upon the sales force as a group of robots, to be pushed and goaded and urged and pressed by any and all means, is a plan I saw in operation recently.

In a small Western jobbing point I ran across a young man who was spending a few days with a salesman. I had met this man in New York some months before. In answer to my query he said:

"The boss just sent me out to get a little atmosphere."

Then he explained his mission. He belongs to the office force of one of the large sales departments in New York. He is one of a group of men who handle the correspondence with the trade and with salesmen—each correspondent having his own territory.

"I get out this way about twice a year," he went on. "The boss figures that if we stay in the office all the time, we get an office viewpoint and our letters to the trade and especially our letters to the salesmen become biased and narrow. So a couple of times a year I get out this way and travel with a few of the men and call on the trade with them. After I know a salesman, I can write him better letters. And although I can't meet all the firm's customers, I can meet enough of them so that

Highlights of the Birmingham Market

SOUTHERN CAR WHEEL COMPANY—a subsidiary of the American Brake Shoe Co., manufacturing cast car wheels. The proximity of raw materials—the excellent transportation facilities—the inexpensive hydro-electric power—all contribute to the making of a finer finished product at lower cost. Industries of the Birmingham District are growing rapidly.

The Birmingham News

AND AGE-HERALD

The South's Greatest Newspaper

MORNING

EVENING

SUNDAY

National Representatives:

KELLY-SMITH COMPANY

New York—Chicago—Boston—Philadelphia—Atlanta

I get the customer's viewpoint when I write letters.

"Things are really a lot different when you see them from out here in the territory. A salesman doesn't seem to be the rebel that he looks when you see him from a thousand miles away. When you travel with a man for a few days, you can see what he is up against and you come to understand his problems. It makes you step up the quality of your work when you get back into the office. It costs the house a few hundred dollars to get me out twice a year, but I know it means a lot better contact between the house and the trade and the salesman.

"For one thing, I can get a lot of so-called 'intelligence' into letters which would otherwise be impossible. And on top of that, I can get a certain amount of personal equation and local color. You write differently and better to a customer or to a salesman you know personally. You write better letters to the trade in Iowa if you have mixed somewhat with the trade in Iowa. Even though you spend only a few days at it, it makes for better letters."

Later on, I chatted a while with the salesman with whom this correspondent was traveling.

"How do you like to have the office man trailing you around?"

"Well, to tell you the truth, at first I didn't think much of it. He'd been pretty uppity in the tone of his letters and I figured he was out here to spy on me. Then I came to realize that he was all right. He just didn't know what I was up against. He didn't know things about this part of the country. That was about two years ago. Since then, he's been out here three times and I like to have him with me. He's a much changed man. He used to think every customer was trying to do the house and that every salesman was trying to put over a padded expense report. But he's onto himself now. And you ought to see the difference in his letters. He knows enough now to answer a letter so that it gets me in time to reach the town on my route list that it ought to reach. And

he knows enough to get my expense checks away on time so that they meet me at the right spot. He isn't just a typist any more and he has come to find out that a salesman is something more than a porch climber."

J. W. Vogan, out in Portland, Oreg., said to me one day: "You can't expect to build up a force of supermen. In fact, there are many reasons why supermen on the force are a detriment to the house as well as to themselves. The best you have a right to expect is to get a force of average good men and then, through helping them and understanding them and working with them, try to get them to do better than average work. The salesman is up against a lot of trying conditions—but, after all, he's only human."

To Publish Group of Fiction Magazines

Magazine Publishers, Inc., New York, has been organized to publish four new monthly fiction magazines. The first of these magazines, *Western Trails*, will appear on August 27. On following Mondays in the order named will appear *Flying Aces*, *Dragnet* and *Under Fire*.

John F. Edwards, formerly of the Ramer Reviews, Inc., is president of the new company. Harold Hersey is vice-president and editor and Robert J. Boyle is secretary.

From a Reader for Forty Years

ARTHUR ELLIOT SPROUL
MIAMI BEACH, FLA.

Editor of PRINTERS' INK:

I read the first copy of PRINTERS' INK and liked it. I have read and liked it ever since. I suppose that is the utmost tribute that any reader can pay to a publication, isn't it?

Congratulations! Let the good work go on!

ARTHUR ELLIOT SPROUL

Auto Accessory Account to Schimpff-Miller

The Neul Manufacturing Company, Chicago, maker of spotlights, cowl bars and cowl parking lamps, has appointed Schimpff-Miller Company, Inc., advertising agency of that city, to direct its advertising account.

To Represent "The Architect" in the West

William S. Wright has been appointed Western advertising representative at Chicago of *The Architect*, New York.



LINDBERGH

ON AVIATION

Every Sunday in

The New York Times

COLONEL CHARLES A. LINDBERGH is writing by special arrangement, for The New York Times alone in New York, a series of interesting, informative articles on aviation.

What of news interest Colonel Lindbergh has to say on this subject constitutes an up-to-the-minute running commentary on all phases of aeronautics, an explanation in simple non-technical language of what the airplane means now and what it will mean in the future for both pleasure and commerce. These articles by the man who probably knows more about flying than anyone else in the world will be Colonel Lindbergh's only newspaper contributions.

Beginning next Sunday
August 26

The New York Times

The New York Times publishes every Sunday a full page devoted to all phases of aviation news—details of the development of the science of aeronautics at home and abroad.

RINTERS' INK

Aug. 23, 1928



Photo, H. Armstrong Roberts, Phila.



**The largest
magazine
for MEN**

The Elks
Magazine

850,000 Identified Subscribers

50 East 42nd Street New York City

THE QUALITY THREE

Atlantic Monthly
Harpers Magazine
Scribner's Magazine

Read any one of these three magazines today and you no longer guess—you definitely know the reason for its steady and continuing growth in appeal, in influence, in circulation.

For instead of these three longest established magazines being worshipers of tradition they are leaders of present day thought among clear thinking, progressive men and women keenly interested in the tendencies, developments, opportunities and requirements of today and tomorrow.

Ranking first in all round family influence and esteem in 350,000 of the nation's finest homes, they command the richest family market in America.

Executive Offices
597 Fifth Avenue
New York City

Chicago Office
30 North Michigan Ave.

Boston Office
8 Arlington St.

Effective with the January 1929 issues, Black and White Pages in The Quality Three, \$1175:—Four Color Insert Pages, \$2,000:—Two Color, \$1700. Circulation, 350,000 net paid and guaranteed.

Combination rate up to and including December 1928 issues \$1032. 50

Advertising to Bring Back a Process That Lost Its Vogue

A Campaign Designed to Revive the Use of Paper in Cookery and Bring Specialty Sales to a Bulk Business

By B. F. Berfield

FIFTEEN years ago, just before the nations of Europe started to mobilize, paper bag cookery came to this country from abroad. Any reader who has been more than casually interested in things gastronomical will remember how this new mode of cooking rose into a sudden and almost overwhelming popularity. If you have in your home a cook book published about that time the chances are about even that it will contain a section devoted to paper bag cookery.

Domestic science experts liked the new idea and recommended it to others. Women who tried it were enthusiastic. It even invaded the restaurant field so that the familiar menu line, "Roast Long Island Duckling *sous cloche*" was replaced by "Roast Long Island Duckling *en papier*."

Then the whole thing flopped. Almost overnight, women turned from paper bag cookery and took up something else. A mere man, looking at the situation from his elevated position on the outside, would be inclined to nod indulgently and say, "Just another fad." That, however, was not the reason for the failure of the idea.

The basic reason, according to persons who should know, was that as the idea grew in popularity it attracted manufacturers whose products were not qualified for the purpose of this new kind of cookery. Women bought inferior bags, tried them, saw them go blooey along with the food they contained, and shook their heads sadly as they vowed, "Never again!" Home economists still

maintained their interest but could do little in the face of a definite prejudice which had arisen and remained.

The situation would not seem to be promising for any manufac-



A SET-UP BOX IS USED TO GET THE COUNTER DISPLAY NEEDED BY THE PRODUCT

turer who wished to enter the field of selling paper for cooking today. Yet the Patterson Parchment Paper Company has just launched a campaign to bring new and deserved popularity to a type of cooking which, the company feels, should never have been allowed to lose its vogue. Believing, as it does, that cooking with paper should be just as much a part of culinary practice as frying with frying pans, it is planning an aggressive effort to build sales for parchment paper as a cooking accessory.

A word, then, about vegetable parchment paper. It is not like any paper with which the average consumer is familiar. In the first place, it doesn't break down in water. You can wash it in boiling water, squeeze it and hang it up to dry and when it is dry you have as good a sheet of paper as

you had before. Second, it is almost impervious to moisture, odors, etc. Third, it is durable. The Patterson company claims, for instance, that under ordinary usage a sheet can be employed as many as twelve times. Obviously, such a paper is ideally adapted to the uses of cookery.

The Patterson Parchment Paper Company has sold its product to a great many industries. For instance, it is parchment paper, sold by this company and its competitors, which is helping the fish industry find a new life. It has also been used widely in the packing industry and in other lines of business which require this type of paper. Up to the present, however, the company's business has been almost entirely a bulk business. Specialties have played no part.

TWO PROBLEMS

Therefore the company was faced with two problems. The first was to bring back paper cookery. The second was to change over from being bulk-minded to being specialty-minded.

First, however, tests were made. With the co-operation of the home economic departments of leading newspapers and periodicals the company made a thorough study, first of the possibilities of paper cooking, and second, of vegetable parchment paper cooking. In each case the tests proved that the product was ideally fitted for the job.

Not only did the tests prove the fitness of the product for the purpose, but they also developed new possibilities and outlined the form the product should take. It was decided, first of all, not to make bags but to sell the paper in sheets. This would enable the company to avoid adding new equipment for making bags. More important, the sheet is handier for the woman to use. If she needs the paper in bag form she folds it as she wishes. If she wants to use it for other purposes, such as wrapping food for the ice box or lining a roasting pan, the sheet is the ideal form. Second, the company decided to use a sheet, twenty-four by twenty-four, which proved the best size.

Once the format was decided the

next thing to do was to create a package. The present container, a modification of earlier packages, is an envelope, twelve by nine inches in size. On the face of it are several illustrations showing the paper in use and a great deal of copy, which the company feels is necessary. This copy features the convenience and durability of Patapar, the trade name chosen by the company for its specialty product. It also explains the principles of Patapar cookery.

On the back of the envelope are instructions for using Patapar. These not only show how the paper should be used but suggest a number of new uses. At the bottom is a line, "If it won't wash—it isn't Patapar."

Inside of every envelope is packed a recipe booklet, "Vegetable Parchment Comes into the Kitchen."

As the company studied its problem it saw that the primary job was to sell paper cookery. Not only was it necessary to overcome prejudice, but also the company felt it must arouse new enthusiasm. The advertising angle was clearly marked—cookery with paper was first; cookery with Patapar second. As the campaign is worked out, however, these two receive almost equal prominence, which is as it should be.

With this in mind you will begin to see the importance of the package which becomes a necessary and effective advertisement. Women who see the container are at once subjected to a selling talk on Patapar cooking. At present this is highly important.

Because the advertising problem is such as it is the company decided on the unusual course of packing a recipe booklet in each envelope. Other manufacturers put a few recipes on the package and frequently recommend that a woman send for a recipe book but this, the company feels, is not enough. It must make sure that a recipe booklet gets into the hands of every woman who buys the product. There will be duplication and the process is expensive. The company realizes this. However, it feels that the waste and the

More Than
200,000
Daily

More Than
440,000
Sunday

Los Angeles Examiner

"Greatest Salesman in the West"

5c. DAILY

AUGUST 23, 1928

10c. SUNDAY

EPIC AERIAL EVENT IN L. A. OFFERS BIG SALES PROMISE

READER-INTEREST BOUND TO BE BIG

THE first special aeronautical edition ever to be published on the Pacific Coast will issue from the presses of *The Los Angeles Examiner* on Saturday, September 8, opening day of the greatest air epic in the history of aviation, when over 2,000 planes will assemble at Mines Field, on the rim of Los Angeles, and five stirring races, from New York, Canada, Mexico and the San Francisco region, will terminate here.

Three Conventions

The air meet is being staged under the sanction of the National Aeronautical Association, the Federation Aeronautique Internationale and the Aeronautical Chamber of Commerce. More than \$125,000 has been posted for prizes. Three conventions of the air industry will be in session in Los Angeles during the nine days of the show.

With 35% of the commercial flying in America and 32% of the licensed flying personnel, centered in Southern California; with millions in buying power present during the meet to look over displays, consider developments and listen to discussions on operating factors, the occasion of the aerial carnival looms large as an opportunity.

Opportunity for All

Exhibitors, non-exhibitors and even industries not directly associated with flying will be able to cash in on the Aviation Section of *The Examiner*, because that Section will have a reader-interest enhanced by the glamor of the skyways.

RUSH COPY NOW! SEPTEMBER 8th
is just around the corner!

YESTERDAY!



TODAY!



Both these photographs are of Washington Boulevard and Figueroa Street in Los Angeles. But one was taken 30 years ago. If the lady on the bicycle had bought an acre at that corner when she rode by, she could today get as much per front foot as the acre cost her . . . and ride in a Rolls-Royce.

(Photos Courtesy Security Trust & Savings Bank)

L. A. SAVINGS EXCEED ALL BUT N. Y. CITY

THE only city in America in which savings deposits are greater than those of Los Angeles, is New York! One bank alone in Los Angeles has more savings deposited within its vaults than all the banks of St. Louis combined. As of January 1, 1928, \$695,415,411 was on deposit in Los Angeles banks. In Chicago, the savings deposits totaled \$694,572,000.

expense are warranted by the nature of the selling problem.

In order to help the dealer sell the item the company originated an attractive set-up display container which goes on the dealer's counter. With a product such as this it is essential that it get display.

The first publication advertising was run about three months ago in two New York newspapers. The company was gratified not only with the number of replies received, but also with the repeat orders and the letters sent in by consumers to whom the specialty had been recommended by women who had answered the advertisements. This, as much as anything else, has convinced the company of the product's possibilities.

Patapar, however, is not a direct-mail proposition. It is essentially a retail store product. Therefore, before any advertising can be effective the company must have distribution. It is now getting that.

The product is distributed through the company's regular jobbers who have been handling parchment paper in bulk for some time. There is an unusual problem, therefore. The jobbers must sell to a new type of market. Their present customers are not prospects for Patapar, whose customers must come from large grocery chains, independent stores and grocery wholesalers. Already the product is being handled or has been contracted for by certain well-known chains.

Distribution is being built and the company is now ready for its first national advertising which will appear shortly in a woman's publication. Later, other publications will be added as distribution warrants. The company is moving slowly but surely.

The advertising will carry out the basic themes already chosen. It will talk the advantages of paper in cookery and particularly of Patapar. The consumer advertising carries coupons to build inquiries on the familiar theory that consumer inquiries in volume are a good weapon and induce dealer values.

In addition, space is being used

in a paper journal and also in two chain store papers. Later, the company will enter journals going to the food trade. Again the company is going slowly, waiting until its jobbers are fitted to handle retail calls.

The advertising is designed to get distribution at the same time that it is selling Patapar cookery. Demand must be created among dealers and consumers and the way must be smoothed for the jobbers who are placing the item.

The story of this specialty promises to be unusual in several of its features. First, we have the attempt, remarkably successful even this early in the process, to bring back a once popular form of cooking. Second, we have the spectacle of a bulk-minded organization grasping the unusual possibilities of a specialty and pushing it with strong advertising and sales effort. Third, we have the unusual situation of a jobbing organization entering a new field.

At present, all these problems are being worked out successfully. There is every reason to believe that, as the advertising swings into stride and as distribution spreads, an old form of cookery will have staged a successful come-back.

Hot Water Heaters Advertised in Co-operative Campaign

Large newspaper space is being used in the Philadelphia territory in a co-operative campaign which has for its purpose the sale and installation of gas hot water heaters in private homes. This advertising is appearing in conjunction with a campaign being conducted by the Plumbing and Heating Development League, an organization of master plumbers, heating contractors and wholesale trade interests.

The copy emphasizes the importance to health in having running hot water in summer and winter. At the same time it features the reduction in work which ready hot water makes possible for the housewife. The latter theme is carried out in illustrations which show a housewife engaged in performing her daily occupations such as dishwashing, clothes washing, baking and house cleaning.

As the illustrations show her performing these duties with modern appliances also handled by the members of the league, the copy serves a double purpose in its incidental selling appeal for these conveniences as well as the major advertised product, hot water heaters.

In Radio

The Examiner published more National Lineage than all other San Francisco newspapers combined



Unqualified leadership in any Classification is sufficient evidence of consistently greater results for the advertisers in that Classification.

The San Francisco Examiner claims an unusual record of results for its Radio Advertisers.

During the first seven months of 1928 The Examiner carried 29,927 more lines of National Radio Lineage than the second paper—and 611 more lines than *all other San Francisco newspapers combined.*

The Examiner leads all San Francisco Newspapers in these 19 National Advertising Classifications out of a total of 23:	
Automotive	Medical
Building Materials	Men's Wear
Electrical Appli-	Miscellaneous
ances & Supplies	Musical Instruments
Footwear	Office Equipment
Furniture & House	Publications
Appliances	Radio
Groceries	Sporting Goods
Heat's & Plumb's	Tobacco
Insurance	Toilet Requisites
Jewelry	

FIFTH IN NATIONAL ADVERTISING LINEAGE AMONG U.S. NEWSPAPERS

San Francisco Examiner

Daily, 186,890

Sunday, 368,928

A Background of Facts

*Sound investigations
uncover them*

IN most Lucky Strike advertisements an asterisk(*) plays an important part.

It refers the reader to a footnote, as shown here. It authenticates a headline or main statement.

For example: Toasting improves the flavor of the world's finest tobaccos. "Lucky Strikes are less irritating to the throat than other cigarettes, according to 20,679* doctors."

Behind this simple asterisk are two years of intensive investigation, checking and verification.

What might otherwise be a manufacturer's claim has become a mighty fact with a background which no one can dispute.

[* "We certify that we have examined 20,679 signed cards confirming the above statement."]

Lybrand, Ross Bros. & Montgomery
Accountants & Auditors
New York City, April 4, 1928."

Thus the strategy of common sense brings to research a sound application, free from the frills of theory.

Thus The American Tobacco Company and Lord & Thomas and Logan have endowed Lucky Strike advertising with a characteristic which wins the respect of millions of readers.

"It's Toasted" by itself tells that a unique, extra process is applied to Lucky Strike tobaccos. "Toasting develops the hidden flavors" is one step further in appeal to the appetite. "Toasting brings throat protection" rounds out the Lucky Strike advantages.

With this complete presentation, Lucky Strike sales have pyramided—a new success has been achieved in a highly competitive field.

Facts, wise leadership, dynamic advertising—these are the ingredients which, not magical in themselves, have brought about magical results for Lucky Strike.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO

400 North Michigan Avenue

LOS ANGELES

1151 South Broadway

NEW YORK

247 Park Avenue

WASHINGTON

400 Hibbs Building

LONDON

Victoria Embankment

SAN FRANCISCO

225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

Aug. 23, 1928



The Sunday New York American Offers

R A D I O Advertisers

....MORE circulation concentrated in the Metropolitan New York Market than any other standard Sunday New York newspaper.

Sunday *781,407

Metropolitan Circulation

- 277,169 MORE than the Sunday World.
- 362,811 MORE than the Sunday Times.
- 501,485 MORE than the Sunday Herald Tribune.

44% of the English speaking families in the Metropolitan area—who buy any standard Sunday New York newspaper—buy the Sunday American. Such tremendous coverage—such excess circulation over any other standard newspaper—mean increased sales for radio advertisers who concentrate in the Sunday American.

*The total circulation of the Sunday New York American is 1,227,478—the largest in its history.

Sunday New York American

"The Backbone of New York Advertising"

NEW YORK
1834 Broadway

CHICAGO
711 Hearst Bldg.

DETROIT
General Motors Bldg.

SAN FRANCISCO: 625 Hearst Bldg.

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Leaders or Just Scholars?

What Kind of College Men Does Business Want?

By Roy Dickinson

IT has been estimated that by September one-half of the 42,000 young men who graduated from colleges last spring will either have entered the ranks of business or be knocking at its gates for admission.

The selection and training of these young men in business requires an extremely large investment. It costs more now than ever before to bring the young man to a position where he will pay a profit to the company which hires him. It costs the average organization so much to train a young man who may have just graduated from college that it is more than ever essential to choose the right sort of young man in the first place.

First of all, there seems to be a wide difference of opinion concerning the selection of men. Does a high rating in scholarship automatically make the young man a better prospect to the manufacturer, or are other qualities more essential, such as athletic ability, leadership and personality?

I heard this question debated strenuously at a college alumni club the other day. There were present several men who had been out of college for many years and who had hired young college men to work for them. There were also present one or two educators and the difference in the viewpoint of the two groups was startling. The educator usually maintains that courses in college are so conducted that the boy who gets high ratings in them is by that very fact one who knows how to use his brains and that the habit of using his brains will make him more valuable in whatever he does after he graduates than a lower mark man.

The business men present objected strenuously. Of the five who sat at the long table, four of these had made a great success without any pull or family connection.

None of these men had received high scholarship ratings in college and they were inclined to draw conclusions from that fact. In addition, one of them had facts and figures from his own business to prove his claim that in selling, especially, qualities of leadership and personality have far more to do with money success than a high scholarship rating.

To refute his statistics, the educators had little to offer except that in medicine and in law, high mark men usually maintain a high grade in their professions throughout their careers, and that the same thing applied in business. They also quoted the findings of E. K. Hall, who for two years made a study of the relation between high scholarship in college to success in the Bell Telephone system. The result of that test, as told by Walter S. Gifford, president of the company, in *Harpers Magazine* shows that the man who during his course at college stood among the first ten of his class, has one chance in two of standing in the first grade in salary. On the other hand, it shows that the man in the lowest third in scholarship in his class has, instead of one chance in two, only one chance in five of standing in the highest grade in salary, and that there is nearly one chance in two that he will stand in the lowest grade.

Replying, the business man who seemed to have made the most detailed study agreed with the telephone figures as applied to organizations where a high degree of technical knowledge and skill is necessary. "But," he said, "at least 10,000 young men are coming into business this fall who have taken a general course in college and who, while they may have specialized in one or two subjects, are not technicians. They are the men who will be the sales managers, the vice-presidents and the presidents of many companies in

the future. I claim that a greater percentage of the men who make good in a big way out of this number will be men who, while at college, did some sort of work outside of their regular studies, who took part in athletics, ran newspapers, were business managers of their track team or football team, or showed that they were interested in something beside mere education."

The facts in the matter, as secured from companies which do not require a high degree of technical education in all departments of their business, seem to bear out the contention that leadership qualities are just as essential as high scholarship. At the Goodyear Tire & Rubber Company, for example, the man in charge of sales employment selects a large number of young men for training each year. In choosing these men the company places as much emphasis upon the way in which a man has obtained his college training, as upon the subject matter of his courses. The young man who has had to work hard to get his schooling, this company has found, is more likely to work hard to cash in on it. Careful inquiry is made into the outside activities of the man. His athletic organizations, social and fraternal activities and the like, are balanced against his scholastic standing and are considered at least equally important. Goodyear has lessened its turnover by this careful method of selection and figures that more than 85 per cent of the college graduates it has employed have made good.

E. I. du Pont de Nemours & Company also hire many college men for selling jobs. The man in charge of hiring reports that knowledge of the man's activities outside of his academic work is one of the important facts which differentiates one man from a great number who have nothing to offer but the fact that they acquired a sheepskin at the end of their course.

The vice-president of a large automobile company puts it this way: "Good standing in college subjects is essential or the man would not have graduated, but

participation in college activities is not only desirable but just as much of an essential. Scholastic ability and high-grade personality are both indispensable. I have found in a long period of time that men who have done something outside of their studies have usually developed a more attractive personality than men who have stuck too closely to their books."

At the Firestone Tire & Rubber Company it is customary when looking for college graduates to train as salesmen, to place more importance upon the young man's interest and activities in such things as athletics, student councils, committees and other extracurricular organizations than on mere scholastic proficiency. This company definitely believes the outside work more important when sales are considered. "We feel," says this company, "that a man shows his leadership, his ability to mix with and handle men through his interest in outside activities."

The vice-president of a large electrical company and the president of an advertising agency both have a similar system in choosing men. They write early in March to a large list of colleges and ask for names of men who are captains of athletic teams, business managers of teams, business managers or editors of student publications and get into correspondence with them. They choose all of the college graduates they hire from this group of men. As the advertising agency man put it, "We need men who have a well-rounded knowledge of products, affairs and other men. We do not want to hire the man who knows more about archeological excavations in Cyprus than any other man in his class. What we do want is a man who can mix with other men and who knows how to get along with them. We assume that he has an ordinary degree of intelligence or he would not be graduating. We assume that if, in addition, he has also attained a position of prominence in his college, he has something more than a mere desire for knowledge for its own sake. We want only men who are as good in their out-

A ⁽¹⁾home-delivered ⁽²⁾morn-
ing newspaper circulated
⁽³⁾throughout and concen-
trated ⁽⁴⁾within the great
Los Angeles market, and
printing more ⁽⁵⁾editorial
matter and more ⁽⁶⁾adver-
tising than any other Los-
Angeles newspaper

(1) Leads all Pacific Coast newspapers in number of homes to which delivered.

(2) Its whole circulation effort focused on developing legitimate morning sales.

(3) Its pre-breakfast carrier service covers cities, towns, and orchard districts throughout entire Los Angeles market.

(4) It believes that one bonafide subscriber inside any market and reading a complete edition of a newspaper is worth ten casual buyers in distant states reading a pre-date skeleton edition.

(5) During the single month of July, 1928, it printed 1,172 columns more news and editorial matter than the nearest local newspaper.

(6) It exceeded the nearest local paper by 303,808 agate lines of paid advertising during the one month of July, 1928.

Los Angeles Times



Eastern Representative:

Williams, Lawrence & Cramer Co.
300 N. Michigan Blvd. 285 Madison Ave.
Chicago New York

Pacific Coast Representative:

R. J. Bidwell Company
742 Market St. White Henry Stuart Bldg.
San Francisco Seattle

side work as they are in their studies."

A growing number of organizations are taking all possible care that the type of college men they select shall be the right sort in the first place, the kind that takes responsibility. Half the battle in developing good salesmen and good executives in all departments of a business is adequate preparation. It pays to take plenty of time in picking out the type of young men to be trained for future executive positions. So far as this writer can discover, the man who claimed that extra curricular activities are just as important as scholarship standings, has the edge on the debate. High scholarship of itself may mean much or little.

Resolving Against the Racketeer

HENRY WEIS MANUFACTURING COMPANY,
INC.

ELKHART, INDIANA

Editor of PRINTERS' INK:

We are very much interested in the article on page 125 of the June 14 issue of *PRINTERS' INK*, entitled "Industrial Advertisers Condemn 'Hold-Up' Mediums."

It is our presumption that this refers to requests for courtesy advertising, such as some newspapers run on the occasion of the opening of a new building where they solicit all the manufacturers who furnish material for the building. Very often we get two or three requests a day for such advertising. We also get other requests for similar projects which have no advertising value at all, according to our way of thinking.

We are just wondering if we could obtain a copy of the resolution passed condemning this form of advertising and also get any other information which reflects the trend of thought of industrial advertisers all over the country for such mediums.

MARVIN D. RAPP,
Assistant Sales Manager.

THE resolution of the National Industrial Advertisers' Association to which Mr. Rapp refers, and a copy of which has been sent to him, is broad enough to cover not only the particular nuisance which he describes, but practically all others of the same tribe.

As resolutions go, this particular one is, in fact, an unusually carefully drawn, forcible and effective

one. But no doubt Mr. Rapp realizes, as the very men who prepared it were well aware, without action to back it up no resolution amounts to more than any other assemblage of words on paper. To *PRINTERS' INK* the most interesting paragraphs of the resolution are the last two.

Space does not permit quoting the resolution entire. But after enumerating no small number of the devices of the "special-edition" gentry, it proceeds:

BE IT FURTHER RESOLVED, that the Secretary of the National Industrial Advertisers' Association bring this resolution to the attention of the publishers of periodicals and newspapers of recognized standing, with the request that they co-operate in discouraging such unsound and wasteful use of advertising appropriations, and

BE IT FURTHER RESOLVED, that a copy of this resolution be brought by each member to the attention of all executives in each member company, to the end that a policy may be adopted which will enable us to eliminate this type of advertising by collective action.

It has long been our belief that in the vast majority of cases it is the supposedly cautious and hard-headed executive who succumbs too easily to the brandished cardboard club of the advertising hold-up, and that the allegedly timid and flighty advertising manager, if left in control of the situation by his own superiors, can usually be trusted to prove himself sufficiently hard-boiled to protect his company's funds from this particular type of spoliation. It would, consequently, interest us to know how many members of the N. I. A. A., and how many industrial advertising managers who are not members have so far carried out the fruitful suggestion in that last paragraph.—[Ed. *PRINTERS' INK*.]

C. F. Spiller to Join National Bureau

Caryl F. Spiller, manager of the Better Business Bureau of Louisville, Ky., has resigned, effective September 1, to become manager of the extension division of the National Better Business Bureau. He was formerly engaged as an organizer of chambers of commerce for ten years and, before that, was engaged in advertising work at Minneapolis and Louisville.

San Francisco—The Gateway to Western Prosperity



Fairchild Aerial Surveys, Inc., N. Y.

Follow the *Outlook* into Prosperity!

Wealth flowering on the slopes of every valley, wealth bursting from the earth, wealth flowing in the streams; fruit, oil, gold! Such is the Pacific Coast. Its great mansions are filled with luxurious people. Its bungalows with expensive merchandise, the streets of its towns and cities with fine cars and the minds of its citizens with an ever ascending standard of living. It gives to the nation 9% of the total income tax returns and takes from *OUTLOOK* 9% of its entire circulation for its most influential homes. The remaining *OUTLOOK* circulation follows the *wealth spots* from the East Coast to the West.

Get into these *wealth spots*, at prevailing low rates by reserving your 1929 schedule now, through

The *Outlook* 120 East 16th Street
New York City

FRANCIS RUFUS BELLAMY W. L. ETTINGER, Jr.
Publisher-Editor Advertising Manager

...How can you pick out a Home Newspaper?

FACTS about newspapers most important to space buyers frequently are the least tangible.

Statistics are helpful, but they often fail to reveal the character of a newspaper. For instance, how can you pick out a "home" newspaper from a maze of circulation and lineage totals?

And when a newspaper stoutly claims it is the home newspaper in its community, how does it prove the statement?

Take the *Globe*, the "home newspaper" in Boston.

This one newspaper, alone of the three carrying most of the advertising, holds practically all its readers on Sunday in Metropolitan Boston. The second paper loses a third of its readers; the other loses two-thirds. And Sunday circulation is *home* circulation.

Boston merchants, whose business depends on reaching the homes, place more advertising in the Sunday and daily *Globe* than in any other newspaper. In

department store advertising alone the *Globe* carries more than the next three papers combined on Sunday and leads by 45% seven days a week. Department stores, of all merchants, depend chiefly on the home market.

The *Globe* leads also in four of the five major classifications which include 63% of all display advertising in Boston. And the four classifications in which the *Globe* leads find their greatest potential market in homes.

OFCOURSE the basic reason for the *Globe's* dominant home coverage is its editorial policy.

It specializes in local news and home features. The *Globe* has a larger staff and prints more local and suburban news than any other Boston newspaper. Its Household Department, established thirty-four years ago as the first "women's page" in America, is a recognized institution in Boston homes. School news is given thorough attention. The

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Globe's sport page is one of the best in the country—especially in the featuring of local and sectional sport news.

Thus every fact about the Globe—advertising, circulation, editorial—points to the home. And Metropolitan Boston is predominantly a city of homes—homes exceptionally high in per capita wealth.

National advertisers cannot cover the rich Boston home market without the Globe.

We have prepared a booklet of interesting, valuable facts on "Boston—4th Market." Write for a free copy.

Globe

Facts on Boston and the Globe

Boston's shopping area ranks fourth in population, third in per capita income tax returns. Family wealth averages \$9,000; saving deposits, \$2,000.

Metropolitan Boston is within 12 miles of Boston's City Hall. From this area Boston department stores draw 74% of their business. Here the Globe is definitely the home newspaper, as proved by circulation and advertising.

It is the only Boston newspaper which holds all of its readers in this district seven days a week.

It leads by 45% in department store advertising. And in the four major display classifications which find their greatest market in the home, including automobile advertising, the Globe also enjoys a substantial lead.



"TIME" Waits for you in Portland, Oregon

Yes, Sir... three hours (four hours when the additional daylight saving hour is added).

What does this mean to space buyers who would reach Portland men? It means that your advertising, when placed in the Journal, is carried to them along with the news they want to read... sports, stock and bond reports, national and international news... *the day it happens!*

In other words the three hours difference between Portland and Eastern time, puts *your message* and *Today's news* right before Portland men *Today!*



The JOURNAL *Portland-Oregon*

REYNOLDS-FITZGERALD, INC....Special Representatives

NEW YORK—2 West 45th St. CHICAGO—203 North Wabash Ave.

PHILADELPHIA—1524 Chestnut St.

SAN FRANCISCO—58 Sutter St. LOS ANGELES—117 West Ninth St.

SEATTLE—H. R. Ferris, 3322 White Bldg.

(The Journal maintains an efficient Merchandising Service Bureau,
at your disposal for surveys, charts, data, etc.)

At Last the Men's Shoe Industry Starts Its Joint Campaign

A Million Dollars a Year for a Four-Year Campaign Will, It Is Hoped, Increase Sales at Retail by \$75,000,000 Annually

PRACTICALLY every convention of the shoe industry held during the last ten years has discussed the problem of increasing the per capita consumption of men's shoes. And there has been plenty to discuss, for the problem is a real one. Thirty years ago the average individual purchase of men's shoes was approximately three pairs a year. Within the last several years, the per capita consumption has fallen to something like 2.11 pairs annually. The difference between these two figures, multiplied by the 40,000,000 shoe-wearing males of fifteen years and over constitutes a loss in sales that might even be called staggering.

Of course, these discussions in the industry usually veered around to a consideration of what advertising could do to correct a bad situation which showed no signs of being able to adjust itself. More often than otherwise, it was decided that advertising might go a long way toward correcting matters. But when it came to a discussion of how the funds should be raised, who should control the campaign, the type of copy to be used, the mediums to be employed, etc., oratory flourished—and that was all. Specific action was noticeably absent.

Within the last month, however, a four-year campaign to increase the sale of men's shoes has been announced. This campaign is the outgrowth of a meeting that took place a year ago, among the directors of the National Shoe Retailers Association. At this meeting it was decided to appoint advertising counsel and actually to take definite steps that would lead to a co-operative campaign of advertising. First, retailers were approached and after sufficient evidence of support from this group had been obtained, other factors in the industry were visited, such

as manufacturers, tanners, etc.

By the time set for the July meeting of the directors of the National Shoe Retailers Association, matters had progressed to the point where the directors were informed that the minimum requirements of the campaign had been more than met. At this meeting, the directors ratified the report of the committee which submitted the details of the advertising, elected an executive advertising committee, approved the first pieces of copy and the campaign became an actuality.

HOPE TO ARRANGE FOR FOUR-YEAR CAMPAIGN

According to present plans, the campaign will run for four years, and will involve an expenditure of \$1,000,000 annually. Magazine advertising will take the major share of this appropriation. Copy will appear in leading weekly papers and general and class publications.

Merchandising of this advertising to and through the trade is not being overlooked. One of the principal efforts of those who are planning the campaign will be to develop an attitude of helpful cooperation among retailers and retail clerks.

For the present, the consumer advertising will concentrate on the thought that correct footwear is fundamental, not merely fashionable. "The well-dressed man stands on a foundation of correct footwear," and "Shoes Mark the Man," are two slogans which give a clear idea regarding the principal copy theme.

The advertising is being handled through a voluntary association organized by the National Shoe Retailers Association and supported by all branches of the men's shoe industry. It is known as The National Advertising Fund and has offices at Boston.

New Merchandising Again Pushes Eskimo Pie to the Forefront

With a New Product and a Servicing Plan of Refrigeration, Comeback Is Being Staged

By Bernard A. Grimes

THREE definite results have been achieved by the advertising and merchandising campaign which is the subject of this article. Any one of these accomplishments of itself might have justified the effort that was put forth. This is what the campaign already has done:

First: It introduced a new product of a subsidiary, similar in some respects, to that which a parent company licenses others to make. Demand for this product, since its introduction, has exceeded factory production.

Second: The market created for the new product has not cut down the sales of the similar product made by licensees under arrangements which existed before the introduction of the new product and which continue to exist. On the contrary, these sales have approximately trebled.

Third: Consumption of foil used in wrapping these products has greatly increased the business of an associate company which supplies this material.

Eskimo Pie, when it made its advertising debut some few years ago, created a sensation. Cartoonists and vaudeville folk quickly seized upon its popularity with the public and Eskimo Pie vied with the old Ford for their attention. Large space was used to launch Eskimo Pie into the sea of public favor where it fared exceedingly well. At one time, through the use of magazine and newspaper advertising, the product had distribution among more than 100,000 retailers. More than 700 ice cream manufacturers, located in most of the leading cities of the country, had obtained franchises to make the product.

The rapid rise to stardom on the advertising stage, however, was not long sustained. Various reasons

were assigned for this drop from the heights and the principal one is that the holding company was not able to control the making of a product of a standard and quality essential to supporting the claims made in its country-wide advertising. It was unable to meet the task of supervising the recipes and materials used by the hundreds of individual makers of Eskimo Pies as it would if the plants were under its own control.

Although the sudden burst of advertising gradually dissipated itself, it succeeded in obtaining a strong foothold for Eskimo Pie which has never been lost. Its sales curve took a drop and though it continued to enjoy a wide distribution through the activities of manufacturing licensees, the business was far from as profitable as earlier circumstances indicated it might be.

An important factor in this brief review of Eskimo Pie history concerns the method determined upon for collection of royalties from licensees. The Eskimo Pie Company had adopted the plan of selling to ice cream manufacturers the foil wrappers used to enclose the confection. The success of Eskimo Pie, therefore, was of particular interest to the foil industry for the outlet it offered for the use of its product.

Four years ago the Eskimo Pie Company was purchased by the United States Foil Company, Louisville, Ky., of which Richard S. Reynolds is president. Its new owner was no advertising novice. Mr. Reynolds, personally, was largely responsible for the advertising development of Prince Albert smoking tobacco. With his new protégé, he first inaugurated a careful plan to strengthen what had been the weak points in Eskimo Pie marketing.

In order that those licensees who did not fully appreciate the importance of giving their trade a product of quality which would never deviate from a high standard, might be convinced, Mr. Reynolds set the example. It was his aim to show the sales benefits which would accrue from controlled service, controlled distribution, controlled quality, plus advertising.

Eskimo Pie, as most readers doubtless know, is a bar of ice cream, coated with chocolate. Consequently, it is a perishable product. It must be delivered to dealers from the plant with a minimum loss of time, and precaution must be taken to keep it from softening while in the dealer's stock. Maintenance of the product at the required temperature constituted the most difficult problem before Mr. Reynolds. A solution was found after five years of study and test resulting in the development of a small jar which will hold the product at a very low temperature by using a refrigerant registering 114° below zero.

With the perfection of this jar and arrangements for the production of a quality standardized product, wrapped in a label which identified the contents as the *New Eskimo Pie*, operations got under way at the plant of the New York Eskimo Pie Corporation. This company was organized by Mr. Reynolds and his associates and its operations are limited to the Metropolitan New York territory.

Equally as important as the development of the jar, was the follow-through of the refrigeration plan and servicing. Each jar has a capacity for twenty-eight 5- and 10-cent pies. It is filled daily, some times two and three times a day. When the salesman calls, he regularly looks into the jar, which is loaned to the dealer. This check-up effectively controls substitution, for if any products other than *New Eskimo Pie* are found in the jar, it is taken away.

The refrigeration plan also includes a balsa wood box, which maintains the same low temperatures. This is refrigerated with dry ice and holds a reserve stock

of sixteen to eighteen dozen pies from which the dealer can replenish his jar. Delivery to the dealer is made by truck and motor cycle crews. Refrigeration is good for approximately twenty-four hours or longer and every dealer is certain of daily service from the plant.

In addition to the protection afforded the product, the development of this refrigeration plan made it possible for the New York Eskimo Pie Corporation to get distribution through a number of outlets which previously had been handicapped in stocking the product. Most confectionery and drug stores had the necessary refrigeration conveniences but with the introduction of the jar, cigar stands in office buildings, grocery stores and other outlets were not only able to handle the product but also to give it prominent display which had never before been possible.

A careful merchandising campaign was conducted to acquaint dealers with the jar in advance of advertising the *New Eskimo Pie* to the public. Teaser copy was used in car cards. The cards reproduced the jar, which resembles a small orange colored barrel and which is supported on the backs of three little metal Eskimos. A frosting of ice covered the jar which was pictured against a background of the midnight sun. Text simply stated "114 degrees below zero."

Through the course of several cards the public was let in on the secret. Dealers were supplied with pamphlets describing the new product. Incidentally, this advertising material tied up with the foil packing of the *New Eskimo Pie* as the car cards and pamphlets were printed on foil, offering a further outlet for this product.

Full page newspaper advertising, in color, was the next step in the consumer campaign. The company also took advantage of the timeliness of the introduction of the *New Eskimo Pie* to sponsor the radio broadcasting of a benefit performance of the Actors' Fund of America.

Because of standardized quality,

the New York company is enabled to back up its advertising with an assurance to the public that it will find the New Eskimo Pie all that it is claimed to be. Each advertisement carries in a conspicuous place the following message:

PLEDGE OF PURITY

Materials tested for purity, automatically frozen in silver-lined vessels, cut, enrobed and wrapped by machinery in a spotless, sun-lit factory and protected by zero temperature until served to you. Made pure and delicious by New York Eskimo Pie Corporation, 110 Bridge Street, Brooklyn, N. Y.

A special effort is directed toward interesting office workers as customers. They are urged to visit the cigar or soda counter in their own or a neighboring building for a refreshing bracer and, if they are not familiar with the New Eskimo Pie, it is suggested that the luncheon hour would be a good time to try a nibble. The jar is featured both in illustration and text. Its novel appearance and its bright colors make it stand out on dealers' counters as a reminder to the reader of the advertising that he is passing a place where he has been told the New Eskimo Pie might be had.

What are the results of this merchandising and advertising? There are now more than 12,000 jars placed with dealers and, it is stated, there is hardly a cigar stand or candy store in the metropolitan territory without one.

Some store keepers hire boys who go into parks and along motor highways searching for customers. These boys carry the Eskimo Pie Magic Jar strapped over their shoulders. In some instances this practice has brought such profitable results that candy owners have discarded their regular business and made their stores specialty shops for Eskimo Pies. Chain stores are now stocking the jar, a recent addition being that of the A. & P. stores.

The factory has been oversold every day since the campaign started and, with the continuance of newspaper and car-card advertising, expects to be for some time.

Sales of the New Eskimo Pie exceed by more than four times

the sales of Eskimo Pies which continue to be made by licensees in the New York district. In attracting this large market, the New York company has not cut in on the business of licensees who report that, since the new pie has come out, their business has approximately trebled.

Gains in the business of the New York company and licensees indicate how extensive is the volume of business done on Eskimo Pies. At the present rate of consumption it is expected that for the year 1928, 100,000,000 pies will be sold in New York, alone. This covers the business of the product sold and controlled under the label of the New York company and the product sold by licensees.

The campaign described also has the support of magazine advertising which is being conducted by the Eskimo Pie Corporation, of Louisville, in the interest of licensees throughout the country. It is estimated that combined sales of all manufacturers for 1928 will exceed 350,000,000 pies. This is figured to represent only about 2 per cent of the gallonage of ice cream consumed in the United States.

As future plans call for duplicating the New York campaign in other cities, thereby increasing the business of licensees and subsidiaries, Eskimo Pie, under the direction of Mr. Reynolds' carefully arranged merchandising and servicing program, has for its goal the sale of a billion pies annually and a more permanent and prominent place among the leaders of advertised confections.

Radio Furniture Account to Brockland & Moore

The Cary Cabinet Corporation, Springfield, Mo., manufacturer of radio furniture, has placed its advertising account with Brockland & Moore, Inc., St. Louis advertising agency.

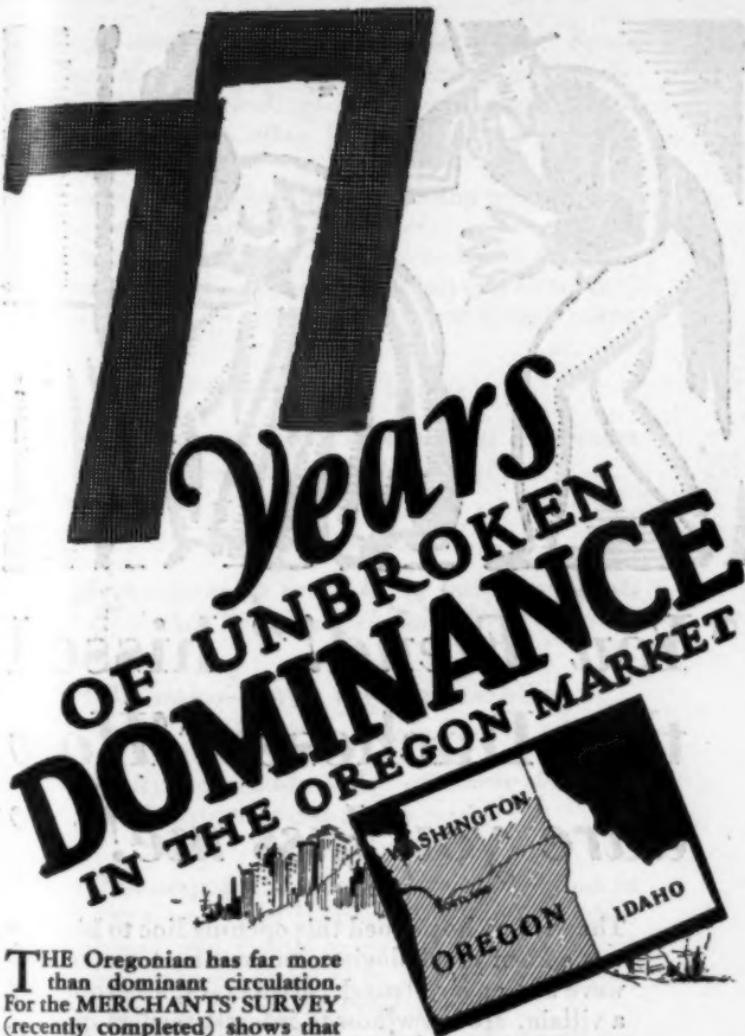
Airway Transportation Ac- count to M. P. Gould

Canadian Colonial Airway, Inc., New York, has appointed the M. P. Gould Company, Inc., advertising agency of that city, to direct its advertising account.

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THE Oregonian has far more than dominant circulation. For the MERCHANTS' SURVEY (recently completed) shows that Portland people decidedly prefer The Oregonian to all other newspapers in all main news features.

With dominant circulation plus

outstanding reader preference The Oregonian offers by far the most **EFFECTIVE CIRCULATION** in Portland and the Oregon Market.

The Oregonian

The Preferred Newspaper of the Pacific Northwest

Circulation: over 106,000 daily; over 160,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
285 Madison Ave.	333 N. Michigan Ave.	321 Lafayette Blvd.	Monashee Bldg.



"You Fiend!" hissed the Duchess. "How dare you kiss me!..."

The writer who penned this opening line to his story was a keen psychologist. In one short sentence he wove sex, anger, struggle, aristocracy, a heroine and a villain. He knew how to interest readers quickly.

The advertising of Hammermill Bond Paper has been born of equally keen psychology.

Bond paper, *per se*, is not a subject to move men to bold deeds and women to tears. So the Hammermill advertising puts a warm and human cloak around the presentation of bond paper.

Hammermill Bond is used primarily for business forms. Not only letterheads and sales letters, but memo blanks, requisitions, reports, shipping instructions, invoices, statements, are some of the forms that are cut and printed from this good sheet of paper.

These forms lift hampering details from the mind and shoulders of business. With their proper use

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business efficiency replaces business worry. Speed replaces sluggishness in office systems. Clearness replaces misunderstandings. Accuracy replaces errors. All through the office printed forms "take up the slack."

This story Hammermill advertising tells, tells in a quick-moving and vivid manner.

Here are three of the headlines chosen from the present series of color pages; for interest alone they can stand side by side with the pure fiction pages.

"Overtime Widows"

*Why must wives pay with hours of loneliness
for inefficiency in business?"*

"On Vacation"

*But his companions are a lot of business details
that he cannot shake off."*

"He wakes up at night mumbling about business"

*How easily he could shake off these business
details that crowd his mind!"*

The public response to this advertising is shown in increasing tonnages of Hamermill Bond. Such is the outward and visible record that Hammermill sales charts show. There is an inward benefit that this advertising has worked since 1912.

It has enabled the mill to switch production from an output of nearly one hundred different brands of bond paper owned by private jobbers to a concentration on one profitable line owned by the producers, the Hammermill Paper Company.

You have no doubt seen individual advertisements in this unusual campaign in the magazines. But if you would like to have proofs of a group of these pages, write or telephone to our Mr. George Eager.

GEORGE BATTEN COMPANY, INC.
Advertising
NEW YORK CHICAGO BOSTON



Aug. 23, 1928

New York National Advertisers to Hold Tournament

The New York Chapter of the Association of National Advertisers will hold a Kickers golf tournament on August 24, at the Pelham Country Club, Pelham, N. Y. Paul B. West, National Carbon Company, is chairman of the golf committee, with Allan Brown, Bakelite Corporation, and C. H. Sage, Kimberly-Clark Corporation, as members of the golf committee.

"Campus Pictorial" Appoints Merchandising Counsel

"Campus Pictorial," Chicago, has appointed the Collegiate Special Advertising Agency, Inc., New York, as merchandising counsel, not advertising representative as previously reported. As merchandising counsel, the Collegiate agency will assist "Campus Pictorial" advertisers in sales and marketing problems in specific college areas.

Appointed by "The Christian Science Monitor"

Johannes Marowski has been appointed advertising manager for Germany of *The Christian Science Monitor*. His headquarters are at Berlin. William T. Miller has been appointed to take charge of radio and sporting goods advertising, with headquarters at Boston.

Mrs. Ruth Hanna McCormick Buys Newspaper

Mrs. Ruth Hanna McCormick has purchased the Rockford, Ill., *Republic*. There will be no change in organization following the purchase, T. B. Thompson continuing as editor. Mrs. McCormick is the daughter of the late Mark Hanna.

Terminal Barber Shops Appoint Hanff-Metzger

The Terminal Barber Shops, Inc., New York, have appointed Hanff-Metzger, Inc., New York advertising agency, to direct their advertising account.

E. G. Rutt Joins Frank Seaman Agency

Edwin G. Rutt, formerly with the J. Walter Thompson Company, has joined the copy department of Frank Seaman, Inc., New York.

Chemical Account to George Batten Corporation

Emery Industries, Inc., Cincinnati, manufacturer of Stearine, Elaine and other chemical products, has appointed George Batten Corporation, Chicago, to direct its advertising account.

Real Estate and Outdoor Advertisers for Poster Control

A projected model State license law to govern outdoor advertising, designed to protect sections of cities and scenic spots in country regions against poster defacement, is now being worked out by joint committees representing the National Association of Real Estate Boards and the Outdoor Advertising Association of America, according to an announcement issued by the former group.

"A State license system," says this bulletin, "for exhibitors and poster companies would enable the enforcement of general standards of a kind which would preserve scenic beauty. It would make possible the control of small signs as well as large structures . . . and should prove more effective than any attempt to regulate in detail the great volume and variety of outdoor advertising."

"A Real Service to Business"

THE PARAFFINE COMPANIES, INC.
SAN FRANCISCO

Editor of PRINTERS' INK:

The editorial on the fortieth anniversary of PRINTERS' INK has been read with much pleasure. PRINTERS' INK has been and is now rendering a real service to business in general and, especially, to advertisers, manufacturers and executives. Permit me to express the hope that its life may be continued indefinitely and its influence increased.

B. J. WILLIAMS,
Director of Sales.

Tucson, Ariz., "Citizen" Appoints T. W. Schwamb

Theodore W. Schwamb, of the advertising staff of the Tucson, Ariz., *Citizen*, has been appointed national advertising manager of that paper. He formerly was with the Scripps-Howard Newspapers as merchandising manager of the Denver *News* and *Rocky Mountain News* and on the staff of the Albuquerque *New Mexico State Tribune*.

Cleveland & Shaw, New Advertising Business

Horace G. Cleveland and Donald S. Shaw have formed an advertising business at New York, under the name of Cleveland & Shaw. Mr. Cleveland was recently vice-president of Dorrance, Sullivan & Company, Inc., advertising agency of that city, of which Mr. Shaw was an account executive.

O'Donnell Shoe Appoints Quinlan Company

The O'Donnell Shoe Corporation, St. Paul, Minn., manufacturer of La France women's shoes and Play Fair children's shoes, has appointed the Quinlan Company, Chicago advertising agency, to direct its advertising account.

How Shall We Make Store People Know Our Merchandise?

The Logical Instructor Is the Store Buyer—Tactful Salesmen Can Get Buyers to Add to Clerks' Store of Knowledge

By Ruth Leigh

AMONG those not so well acquainted with the behind-the-scene workings of department store organization, and even among manufacturers who sell to large and medium-sized stores, there exists, in many cases a haziness as to what actually is taught in store training departments or educational divisions. Outsiders in contact with stores know that a training department functions, that there are trained teachers in charge, that salespeople attend classes regularly—yet the manufacturer who attempts to shop for his own product at retail store counters usually meets ignorance and inefficiency. The result is that a question often asked by outsiders—and occasionally by store officials is: "What does this training division do, if it doesn't teach salespeople to sell goods?"

This article attempts to present a close-up view of the difficulties that the average store encounters in the training of salespeople, to show manufacturers why their particular product is often badly sold, in spite of a highly organized educational division. It aims to suggest a few simple ways in which manufacturers can, at no expense to themselves, partially help to solve this problem.

In most large, medium or small stores that maintain a training department, with a teacher or director in charge, the departmental routine is fairly well standardized. Among the subjects generally taught to salespeople are store systems such as the making out of sales checks, handling of returns, credit slips; stockkeeping routine—keeping stock records, filling in want slips, location of stock; salesmanship principles of a general character—how to approach customers, politeness, store courtesy, etc.

In other words, most store educational divisions provide efficient instruction in almost every general branch of store routine—except one. That one subject, in which store officials themselves acknowledge training to be conspicuously lacking, is *merchandise*. Salespeople are taught how to care for merchandise, how to display merchandise, how to approach customers when showing merchandise—but the weakest part of their training is knowing merchandise itself.

A STORE TRAINING DIRECTOR CAN'T KNOW EVERYTHING

The difficulty narrows down to this: the store training director can teach store routine, system and salesmanship, but she cannot instruct salespeople in merchandise. It is not fair to expect her to do this. How can any one woman, no matter how intelligent, be a specialist in aluminum ware today; tomorrow, in novelty jewelry; next day, stationery; the following day, a millinery style expert? A training director, to give such merchandise instruction to clerks, would have to be a walking encyclopedia of practical and theoretical knowledge—and this is more than any store executive can expect to find in one individual.

Effective merchandise training for salespeople must be given by specialists in each line, individuals who have an extensive background of knowledge and experience. A lecture on aluminum ware, to be a good lecture, should be given by a person who has specialized in making, selling or handling aluminum; a talk on millinery, to be authentic, by a person prepared to talk authoritatively about fashion.

Thus, the store training director, as a teacher of merchandise, is eliminated.

The next logical persons in a



A WATCHMAKER 'TIMES' HIS MARKET

Picturing Collier's readers to 4,600 jewelers who handle his product, a leading watch manufacturer remarks:

"They are men and women whose success in the world is the reward of their judicious use of time. Active, fast-thinking leaders of a strenuous age . . .

"We find in Collier's a magazine exceedingly helpful in reaching the American market for high grade watches. We believe in Collier's readers—in their open-mindedness—in their need for fine time-pieces—and in their ability to buy them. In short, we regard the Collier's audience of more than 1,600,000 men and women as eager for the new in ideas—eager for the things which are the mark of people who set the pace."

This statement expresses the belief of a great many other advertisers in Collier's. They say Collier's takes the message of their merchandise direct to the leaders and pacemakers in every community—and the rest of the market "follows the leaders."

Collier's carries no excess ballast. Newsy, pictorial, brief—it is part and parcel of our age of action—which has put 23 million motor vehicles on American roads—crossed the Atlantic and the Pacific on man-made wings—and created a one-and-a-half-billion-dollar industry from a strip of celluloid and a silver screen.

And this understanding of Collier's has established "Collier's—for ACTION!" as the first plank in many advertising platforms.

THE CROWELL PUBLISHING COMPANY
NEW YORK

"**Collier's ~ for ACTION!**"
New more than 1,600,000

store to teach merchandise to clerks are the buyers, heads of merchandise divisions. Here are specialists—men and women who are paid for their expert knowledge of merchandise. Not only is the buyer familiar with the merchandise in her department, but also having personally selected it, she must know the reasons why it will appeal to store customers. She can discuss it with enthusiasm and conviction, plus expert knowledge of the goods.

So far so good. Theoretically, the problem of teaching merchandise to salespeople is solved in stores having the buyers give the instruction. It is the right way; the logical way; the only way.

In actual store practice, however, this seldom works out. Briefly, here are the chief reasons:

1. The average buyer, although a shrewd judge of merchandise, an expert in her line, is usually a very poor teacher. She may "know her stuff," but is often absolutely incapable of telling others about it. In other words, the qualities that make her a good buyer are frequently precisely those that make her a poor teacher.

2. A buyer is usually antagonistic toward teaching because the store has a training department. She will say: "Teaching's not my job. I'm here to buy. What's the training division for if not to teach my people?"

3. A buyer who might, under ordinary circumstances, be capable of telling salespeople about merchandise, grows frightened, self-conscious, and often panic-stricken at the thought of having to "teach." Unless she is handled tactfully and diplomatically, her instruction, under such conditions, is likely to be stiff, formal and useless.

4. Many buyers who are willing enough to help their salespeople are incapable of selecting data that, from their expert knowledge, will teach clerks to know merchandise. Although it is the function of the training department to teach buyers how to teach, the results are often disappointing.

5. The average buyer, as anyone familiar with stores knows, is tem-

peramental, and many of them absolutely refuse to teach—at the cost of their own positions. Under such circumstances, many store executives prefer not to force the issue.

Of course, there are, in almost every store, certain buyers who are naturally good teachers. These are the joy of the training director's life. In many cases, these natural teachers have been successful in setting an example to other buyers who, by imitating their methods, have achieved quite satisfactory results. Nevertheless, comment from store executives proves that the question of merchandise instruction by buyers is far from settled.

BUYERS DON'T LIKE TO TEACH

G. B. Johnson, president of R. H. White Company, Boston, summarizes the comment when he says: "We have no confidence in the ability of the training department to have the close insight and technical knowledge regarding merchandise that a buyer should have. We feel that he is the individual to do the talking. Unquestionably, we have encountered resistance from the buyers. It may be laziness or diffidence, or perhaps other reasons, but we are fully conscious that we have never received the full co-operation we should have from buyers. Certainly, many of them lack teaching ability which the training department possesses, but if they would call on the training department for help, undoubtedly they could get it."

A few stores, notably, Lord & Taylor, New York, have developed excellent systems of having buyers give initial instruction, and having the training department reiterate the instruction to salespeople. Such instances are rare enough, however, as to seem almost exceptional. On the whole, most store executives, including those in the largest New York department stores, acknowledge that merchandise instruction to salespeople is still a haphazard job.

What does all this mean to the manufacturer? In other words, is this exclusively a store problem or

is there something that the manufacturer can do to insure better merchandise training—for the salespeople who sell his particular product?

Of course, any manufacturer can, by spending money, hire teachers to go from store to store to instruct salespeople in the sale of his particular merchandise. Or, there are available to advertisers any number of educational plans which have, from time to time, been described in PRINTERS' INK.

This article does not necessarily urge the adoption of any one of these plans. It aims to suggest simple ways in which a manufacturer can help buyers to solve the difficult training problem.

For example: The average training director, and buyer, too, would be wonderfully helped, if every manufacturer were to attach to his product in some way, a brief list of the main selling points of the merchandise—features that should be called to the attention of customers. In this way, salespeople could read selling arguments for themselves, or, if they did not read them, customers could.

A manufacturer can train his traveling salesmen to say to buyers, when the order is finally signed: "Is there any information you would like to have about these goods which will help you instruct your salespeople how to sell them?" (It is seldom advisable to say to a buyer: "Does your store require you to give merchandise instruction?" A better plan is to assume, in talking to a buyer, that her store *does* expect her to give this training). The time will come, many store executives believe, when buyers will, of their own accord, ask for such information, just as they now inquire about terms and discounts. At present, most buyers forget all about the fact that they are expected to teach until the goods are unpacked; then they try to recall all the important points that the salesman told them about the goods.

It is a good idea, then, to fur-

nish buyers with a typewritten statement of important selling features of the goods they have just selected—to write down for them, almost on the spot, essential points which are considered important enough for salespeople to repeat to customers. This a buyer can slip in handbag or pocket, and have for reference when needed. It is less informal than mailing it after she returns to the store, and makes a stronger impression on her mind if handed to her at the same time she signs the order.

A third way in which manufacturers can help solve the instruction problem for buyers is to point out clearly when the order is taken: "Miss So-and-So, we have such-and-such helps for your salespeople. Now we want to help you teach them to know these goods, and if you will tell us what you consider the best way to do this, you can count on our co-operation."

The average traveling salesman or manufacturer's representative, in showing merchandise to a buyer, points out the important features as if the buyer herself were going to sell them to the public. A more practical plan would be to say, in the course of selling goods to the buyer: "Now here's something your girls will want to call to customers' attention when they show this garment; look at the way the arm is reinforced." Or, instead of simply telling a buyer that a cooking pot's handle is riveted on, the salesman can say: "Now look at this handle; your girls will score a hit telling customers how it is riveted on, so it can't come loose."

It is a comparatively simple matter for a manufacturer's salesman to keep in mind, as he talks to a buyer, that she, in turn, is going to repeat these points to her salespeople. If the buyer forgets that she is expected to do this, a salesman can, casually and indirectly remind her, by assuming that she is going to do this. If her store expects her to instruct salespeople, she will welcome this reminder about points to tell them. If her store has no policy in this

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regard, the salesman's words often suggest to her that it might be a good idea to call these features to the attention of salespeople.

It is a very simple matter for sales managers to urge their traveling men to use the phrase, "tell your salespeople about this," frequently during the course of selling. It may not mean much to the traveling man at the time of concentrating on getting an order, but it will go far toward showing an understanding of the buyer's problem, and ultimately speeding up the sale of goods in the store.

Procter & Gamble Have Record Sales Year

The Procter & Gamble Company, Cincinnati, manufacturer of Ivory Soap, Crisco, etc., established a new sales record in the fiscal year ended June 30, 1928. Sales for that year amounted to \$210,615,194, an increase of about \$19,000,000 over the previous year. Net earnings, after charges, were \$15,579,335, an increase of more than \$500,000 over the last fiscal year.

Paramount Advertising Service, New Business

The Paramount Advertising Service has been started at New York by Joseph M. Broun and Arthur R. Addison. Mr. Broun formerly was an account executive with the Sterling Advertising Service, New York, with which Mr. Addison also was formerly associated as copy chief.

Death of C. C. Cobb

Carroll C. Cobb, vice-president and general manager of The Conklin Pen Company, Toledo, died at that city on August 12. He was made general manager of the Conklin company in 1923 after having held the position of sales manager for fifteen years. At the time of his death, Mr. Cobb was fifty-nine years old.

E. H. Van Duzee Joins Burton Bigelow Agency

E. Heath Van Duzee has joined the copy staff of Burton Bigelow, Inc., Buffalo, N. Y., advertising agency. For the last four years he has been publisher of a suburban newspaper at Buffalo.

Cigar Account to Freeze and Vogel

The Mi Lola Cigar Company, Milwaukee, has appointed Freeze and Vogel, Inc., advertising agency of that city, to direct its advertising account.

Armco's Advertising History

REINCKE-ELLIS COMPANY
CHICAGO

Editor of PRINTERS' INK:

It is our understanding that there appeared in PRINTERS' INK an editorial regarding the American Rolling Mill Company's advertising, some time in 1914 or 1915. This was in connection with the first appearance of Armco national advertising.

We would appreciate your checking your files and advising us in what issue this editorial appeared as we are anxious to have a copy of it.

REINCKE-ELLIS COMPANY.

IN August, 1914, double-spread magazine advertisements signalized the beginning of an advertising campaign that has popularized a raw material out of which various things are fabricated—Armco Ingots Iron.

Due to the consistent and well-founded advertising policy of the American Rolling Mill Company, "Armco" iron has won for itself a place in the minds of consumers of that product as well as of merchandise of which it is a part.

Six months after Armco's entry into consumer advertising, PRINTERS' INK outlined the company's first efforts and experiences in the article "Advertising Lifts 'Armco' Iron Out of Rut of Raw Products." This appeared on page 24 of the February 25, 1915, issue. Since then we have had the opportunity from time to time of telling of the progress made by the American Rolling Mill Company. Some of the articles have been by George M. Verity, president, and Bennett Chapple, director of publicity, of the company.

A report listing all of these articles has been prepared and will be sent to any reader who writes for it.—[Ed. PRINTERS' INK.]

New Accounts for Williams & Cunningham, Ltd.

The advertising of the Laura Secord Candy Shops, Ltd., in Canada and the Fanny Farmer Candy Shops in the United States is now being handled by Williams & Cunningham, Ltd., the Toronto office of Williams & Cunningham, Inc., Chicago advertising agency.



Our Platform

Keeping always before us a picture of the object to be accomplished rather than just "paper, ink and presswork"—

WE STAND FOR those sound, progressive principles and practices of modern direct advertising and printing which, in results obtained, make for the utmost value per dollar expended by the client.

WE STAND BY every individual piece of printing created and produced by us.

WE STAND BACK of every promise made.

AND WE STAND ON our record of 52 years continuous service, resulting in a constant, healthy growth toward our present position in the craft.

Isaac Goldmann Company
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.
NEW YORK, N.Y.

TELEPHONE
WORTH 9430

Aug. 23, 1928

It's a to tell ten

Advertisers seeking the broadest possible outlet for their merchandise, cannot afford to neglect Boston in favor of other cities which Census figures rate above Boston in population. The Audit Bureau of Circulations designates Boston as the *fourth* largest of the country's great markets. It is not necessary to argue with those who know Boston, that Cambridge and Somerville, Chelsea and Brookline — and some other forty cities and towns are for all practical purposes an integral part of Boston. These cities and towns are separated from Boston merely by municipal boundaries, like the wards of a city, they *are* Boston — just as much as Brooklyn is a part of New York.

The Boston market is a rich one. Bostonians have proved and are proving every day that they are generous and eager



buyers of worthy, advertisement goods. There is, however, a difference that sets Boston apart from other great metropolises of trade, and must be clearly recognized. Boston's newspapers are split into two groups which are as wide apart as the poles in certain matters. It is hard for one not acquainted with it, Boston, to tell them apart very well. They look alike and drop one alike—but there the similarity ends. The difference lies

BOSTON HERALD

Advertising Representative:
GEORGE A. McDEVITT COMPANY
250 Park Avenue, New York, N. Y.
914 Peoples Gas Bldg., Chicago, Ill.

'sard tem apart



vertisement more personal and is the re-
ver, cult of heredity, sentiment,
Boston origin and environment. This
t maloble grouping is recog-
be deized by Boston's four major
pe newspapers. One of them, the
s wherald-Traveler, has been de-
ne posberately planned — through
is hats method of news presenta-
d when, its editorial policy and by
apars very appearance—to appeal
l dro one of Boston's two popu-
similation groups. The other three
ence papers planned their appeal to

the other group just as deliber-
erately, and as a result differ
from the Herald-Traveler in
almost every respect.

The circulation of the Herald-
Traveler is among the group
of people that is the more im-
portant because of its greater
buying power. It is no more
possible for the other three
newspapers to influence this
group than it would be for the
Herald-Traveler to try to
make any headway with the
other. It simply isn't and
can't be done.

With this peculiar alignment
of the population it is quite
evident that no one newspaper
can possibly cover all of Bos-
ton's vast buying power. *Two*
newspapers should be used
by the general advertiser who
hopes to make his advertising
pay in Boston. And such ad-
vertising *will* pay if the
Herald-Traveler, and one other
Boston newspaper are used.

H E R A L D - T R A V E L E R

*For six years the Herald-Traveler has been first
in National Advertising, including all financial,
automobile and publication advertising among
Boston newspapers.*

The Booth Newspapers Avoid Waste Circulation

THE Booth Newspapers cover the buying power of Michigan (outside of the Detroit Area) with a minimum of waste or duplication of circulation.

Clearly defined marketing areas that conform to the natural jobbing and retail influence of the different cities have been laid out for each Booth Newspaper.

The circulation of each Booth Newspaper is concentrated within these sections so as to offer advertisers *complete* coverage without waste or duplication.



The 1928 Edition of

THE MICHIGAN MARKET

Contains the full story of the
Booth Newspaper Area
If you haven't received a copy
Write for one today

Grand Rapids Press

Flint Daily Journal

Saginaw Daily News Jackson Citizen Patriot

Muskegon Chronicle

Kalamazoo Gazette

Bay City Daily Times

Ann Arbor Daily News

I. A. KLEIN, Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
6 North Michigan Ave., Chicago

THE BOOTH PUBLISHING CO.

What Does an Advertising Agent Think About?

Mr. Durstine Reflects on "the Hardest, Most Interesting, Satisfying, Worth-while and Exciting Business"

By Don Gridley

THE ability to be interested and the ability to be interesting are infrequent companions. It is this which accounts for the fact that so many books on and about advertising are so valuable for the facts they contain and yet remain just a little less readable than a thesis on the more esoteric capacities of newly discovered enzymes.

Several years ago Roy S. Durstine wrote, "Making Advertisements—and Making Them Pay," which at the time seemed a little heretical because the author was as much interested in writing a book which was readable as he was in writing a book which was packed full of facts concerning the new-day science of advertising. It was a book, however, which because it was readable was read by the very people who were most in need of the information it contained.

Mr. Durstine has just written another book, "This Advertising Business" (Charles Scribner's Sons). It is probably one of the most unusual business books that has come from the presses in many years. It covers the range of the things which make up the life of an advertising agent in this year of 1928 and misses few of them. It turns its attention at one moment to the futile business luncheon and the next is discussing the advertising agency's work. Golf and conferences are not forgotten nor is the subject of whether the agency is working for the publisher or for the advertiser.

"This Advertising Business" can be taken then as a pretty fair picture of what an alert advertising agent is thinking about and of the many problems which he has to meet in the course of a day's work. Its table of contents in itself is a pretty good refutation

of the charge, heard occasionally, that the agent really doesn't have to know much about business. As Mr. Durstine says, "Advertising is not something apart, something existing for its own sake. It is a force which exerts an influence all through a business—from the inventor's blueprints to the accountant's balance sheet. It makes everybody's job a little easier, a little smoother, a little more profitable." By putting the word "agency" after the word "advertising" you change the context but not the basic idea.

Mr. Durstine is an intense believer in advertising but since he substitutes common sense for fanaticism his book lacks any tincture of special pleading. When he answers Chase and Schlink he undermines their position immediately by admitting that a lot that they say is true. What he objects to is that it isn't true enough. He accuses them justly enough of building their case partly on evasions of the truth, of making sweeping statements concerning things which are deplored by anybody with the good of advertising at heart and which, in many instances, were corrected even before Chase and Schlink wrote about them. All in all his answers to the two well-known critics of advertising is about the soundest that has been written.

He then proceeds to some criticism on his own account. He attacks the testimonial, the superlative and other of the more vicious symptoms of super-advertising quite as bitterly as anyone else has attacked them and with a lot more force because he shows obviously that he, because of his place in the advertising business, knows pretty well what he is talking about.

Concerning testimonials he says,

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"Anything which discredits advertising ought to be eliminated. Paid testimonials certainly discredit legitimate testimonials. . . . Advertising men have been far ahead of the critics in their aversion to this type of advertising. They have been refraining from using it, talking against, advising against it."

It is not primarily as a critic that Mr. Durstine is most interesting, however. It is rather as an intensely interested man who realizes that advertising is a sound business force which has as yet only begun to realize its possibilities.

"The most interesting phase of agency work," he says, "is that it is still young enough to be making its own history. Its arteries have not hardened. An experiment of yesterday is a precedent of tomorrow."

It is hard to imagine that "This Advertising Business" will ever find its way into the classroom as a text book. In fact it is lost at the beginning because patient search reveals no charts, no statement that "advertising is an exact science," no formulas for quick and easy success, no discussions of whether one should invest a percentage of net profits or a percentage of gross sales in advertising. All discussion of such undeniably valuable subjects Mr. Durstine leaves to people who have more time and more leisure. He is too busy in the field working out the destiny of advertising to talk dogmatically about theory.

The book, as Mr. Durstine admits, is made up of random notes set down "in great disorder." To that fact it owes much of its value. Only in this way does it represent a cross section of what the advertising agent thinks about and only in this way is it made as interesting as it unquestionably is.

No, it is hardly a book for the classroom. Rather it is written for reading in the home or the office, for the odd half hour which inevitably pops up even in the busiest day. Because it is not a scientific treatise it will be read by the very people who ought to read it. The national advertiser whose faith in advertising is growing

weak, the agency man who is beginning to wonder what everything is all about and why, the advertising executive who needs something to bolster his own arguments; all these will find in "This Advertising Business" just the things they need to convince them again that advertising is not only an unusually valuable business weapon but that at the same time it is, when you stop to think, about one of the most entertaining and truly satisfying methods of making a living that is left in a day of blue suits and white collars.

Government Issues Bulletin on Copyrighting

"The Copyright Law of the United States" is a new bulletin published by the Copyright Office. It describes what may and may not be copyrighted together with the rules for practice and procedure. It is known as Copyright Office Bulletin Number Fourteen, and may be obtained for 10 cents from the Superintendent of Documents, Government Printing Office, Washington, D. C.

C. A. Triphagen Resigns from Reo Motor Company

Clarence A. Triphagen, for the last three years general sales manager of the Reo Motor Car Company, Lansing, Mich., has resigned to enter another field of business. He had been with the Reo company for a number of years, in various capacities, and previously was with the Detroit Automobile Dealers' Association.

P. C. Fox Joins W. L. Brann Agency

P. C. Fox, formerly advertising manager of the Consolidated Machine Tool Corporation of America, Rochester, N. Y., has joined the staff of W. L. Brann, Inc., New York advertising agency. He was at one time with the Niles-Bement-Pond Company and A. Eugene Michel and Staff.

A. B. Seadler Joins Sherman & Lebair

Albert B. Seadler, formerly with Winsten & Sullivan, Inc., New York, has joined the copy staff of Sherman & Lebair, Inc., advertising agency, also of New York.

New Account for Weston Hill

The Wedgit Tie Company, New York, manufacturer of Wedgit ties for concrete forms, has appointed Weston Hill, New York advertising agency, to direct its advertising account. Business papers and direct-mail will be used.

If keeping everlastingly
at it brings success, it is
easy to understand why
Bundscho is at the top
in typography. We're
driving for perfection
in every stick of type.



J. M. BUNDSCO, INC.
Advertising Typographers
65 EAST SOUTH WATER STREET
CHICAGO

HERE TYPE CAN SERVE YOU

Aug. 23, 1928

FOOD Advertisers *use the* **Herald Tribune** **in New York**

FOOD Advertisers used a total of 180,838 lines of advertising in the New York Herald Tribune during the first six months of 1928. This was 39,624 lines more of Food Advertising than was published by the next New York morning and Sunday newspaper. And was an increase of 13,272 lines over the six months of 1927.

Every year since 1925 food advertisers have been making greater use of the Herald Tribune, indicating a growing appreciation on their part of the fact that the Herald Tribune is an outstanding example of a morning and Sunday newspaper

that has won an unusual following among women readers.

Famous throughout the United States is the Herald Tribune Institute with its complete kitchen and testing laboratory and its constructive service to housewives in matters of the buying and preparation of foods, child care and feeding, home decoration and the choice and use of modern housekeeping devices.

Contributing factors, too, are the Herald Tribune's Cooking and Home-Making Schools, its unsurpassed Fashion News service, Society News and the interest in home-owning created and intensified through its Model Home Program which has extended over a period of several years.

In view of the predominant part played by women in the purchase of most items of merchandise for the home many other advertisers could profitably follow the lead of Food Advertisers in placing a constantly increasing part of their advertising in the

NEW YORK

Herald Tribune

Aug. 23, 1928



"What's the trouble?"

"Reading sales reports all morning. You know, they remind me of an Evans-Winter-Hebb advertisement I read about a year ago—something on the interviewing mask.

"Our salesmen do not seem to get prospects to shed their interviewing masks. I believe that if we used interest arousing direct advertising to prepare our prospects, they would reserve their masks for other occasions."

"Well, then, why don't you ask Evans-Winter-Hebb to help us get rid of these interviewing masks our salesmen are facing?"



EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West

New York Office: 1950 Graybar Building

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving
Letterpress and Offset Printing • Binding • Mailing

Why Merchandise Is Returned by Consumers

A REPORT recently issued by the Bureau of Business Research, College of Commerce and Administration of Ohio State University, and written by H. D. Comer, contains information of value to all manufacturers who find in returned goods a problem that demands continual attention. This report is the first of a series of studies dealing with the returned goods problem in department stores of Ohio. It covers, in a most elaborate manner, the reasons why merchandise is returned to department stores. Other reports to be issued later will cover such phases of the subject as the time between the sale and return of merchandise, the extent of the practice, the influence various sales policies have upon the quantity of returns, methods of reducing the volume of returns and routines for handling returns.

The report that is now available starts off by remarking that for several years the returned merchandise problem in department stores has become more acute. "In many stores," it states, "the practice has reached such proportions as to cause alarm because of the presumable attendant economic waste." The data upon which the Bureau's survey is based include all merchandise returns in twenty-seven dry goods and department stores located in nine Ohio cities and cover a period of eight consecutive weeks. The report covers 66,166 individual instances of merchandise returns and the total retail value of the merchandise involved is \$642,434.01.

The first volume runs 160 pages and the ground covered is so tremendous, and the book is so replete with tables, that it is scarcely possible to review its contents. However, space does permit reprinting a summary of the major conclusions to which the Bureau has come as a result of its study. This summary follows:

1. Considering all merchandise as a whole, customers are responsible for more returns than are dealers. (There is considerable variation in relative degree of responsibility as among different merchandise lines.)

2. More merchandise is returned because of "wrong size asked for" than for any other reason, customers' errors as to size accounting for 27.23 per cent of all returns.

3. "Customer's change of mind" was stated as reason for return in 25.96 per cent of all cases.

4. Dealers' policy of selling on approval explains 12.68 per cent of all returns.

5. "Wrong color" caused 6.18 per cent of all merchandise returns.

6. "Merchandise imperfections" (such as fading, ripping, shrinking, spotting, stretching, tearing, etc.) were the cause of 5.41 per cent of returns.

7. "Wrong size sold" and "wrong size marked" are of but minor consequence, being stated in 2.58 per cent and .76 per cent of the cases, respectively.

8. Store delivery service was the cause of only 1.98 per cent of all returns.

9. Dry goods were returned chiefly because of "Customer's change of mind," "Approval," and "Wrong color," the figures being 28.25 per cent, 14.76 per cent, and 12.41 per cent, respectively. "Color" is of more importance in returning dry goods than in other merchandise groups. "Imperfections" caused more than the average proportion of returns.

10. "Customer's change of mind" accounted for 35.70 per cent of the home furnishings returns; "Delivery" reasons were responsible for 6.11 per cent of all home furnishings returned compared to only 1.98 per cent for all merchandise.

11. "Wrong size asked for by customer" was given as reason the greatest number of times in men's and boys' ready-to-wear items. This reason explained 38.15 per cent of the returns.

12. Women's and misses' ready-

Aug. 22, 1928

to-wear items were returned chiefly because of "Wrong size asked for" and "Customer's change of mind," but "approval" reasons are greater in this group than in any of the other merchandise groups. The figures for these three reasons were 24.72 per cent, 28.02 per cent, and 18.17 per cent, respectively.

13. Women's ready-to-wear accessories were returned largely because of "Size." "Wrong size asked for" caused 34.13 per cent of the returns. This figure is exceeded only by men's and boys' ready-to-wear items. "Wrong color" resulted in 7.47 per cent of the items being returned. The figure for all merchandise was 6.18 per cent.

14. "Wrong size asked for" explained 33.27 per cent of the shoe returns, and "Wrong size sold" caused 7.65 per cent of the total returns. The latter figure is higher than in any other merchandise group. "Imperfections" as reasons for returning shoes are of less importance than for any of the other merchandise groups.

15. Small wares were returned mainly because of "Customer's change of mind." This reason accounted for 34.64 per cent of the total small wares returns. "Imperfections" were of more importance in this group than in others. "Wrong color" caused 11 per cent of the returns, as compared with 6.18 per cent for all merchandise.

Paint Account to Boston Agency

The Norfolk Paint and Varnish Company, Norfolk Downs, Mass., has placed its advertising account with Wolcott & Holcomb, Inc., Boston advertising agency.

Farron Stevens Joins Cole's, Inc.

Farron Stevens, recently with George Harrison Phelps, Inc., Detroit advertising agency, has joined the staff of Cole's Inc., Des Moines, Iowa, advertising, as production manager.

Now The Sherrill Press

The McGrath-Sherrill Press, Boston, has been re-incorporated as The Sherrill Press, Inc.

Changes on Staff of "The Magazine of Wall Street"

Thomas F. Blisert has become financial advertising manager of *The Magazine of Wall Street*, New York, with which he had previously been associated a few years ago. Spencer Young, who has been with The Quality Group, also has joined the staff of *The Magazine of Wall Street*.

Victor E. Graham, until recently vice-president of *The Magazine of Wall Street*, has become a partner in F. A. Brewer & Company, Chicago, investment bankers. He will have his headquarters at the New York office.

Nestle-LeMur Officers Elected

Following the approval of the stockholders of the LeMur Company, Cleveland, permanent waving machines and cosmetics, the LeMur Company has acquired the C. Nestle Company, New York, Nestle Circuline system of hair waving. The new executive officers are: Charles Nessler, chairman; J. C. Murray, president; Charles Nessler, Jr., first vice-president; C. S. Britton, vice-president; W. S. Lewis, secretary and M. H. Forster, treasurer.

Teachers' Advertising Service Moves to Chicago

The Service Bureau of the State Teachers Associations, Inc., an organization representing the advertising interests of official State teacher association publications, has transferred its offices from Des Moines to Chicago.

Miss Georgia Rawson, manager, will continue to direct the business of the Service Bureau.

J. P. Dods with D. L. Auld Company

J. P. Dods has joined The D. L. Auld Company, Columbus, Ohio, manufacturer of metal embossings and forgings, radio and automobile hardware name plates, etc., as assistant to S. G. Brooks, vice-president.

New Account for Redfield-Coupe, Inc.

Woodworth, Inc., New York, manufacturer of face powders and perfumes, has placed its advertising account with Redfield-Coupe, Inc., New York advertising agency. Magazines and newspapers will be used.

To Direct Sales of D. S. Perrin Company, Ltd.

W. G. Hull, manager of the Ottawa branch of The Canada Biscuit Company, has been appointed general sales manager of D. S. Perrin Company, Ltd., London, Ont., manufacturer of biscuits and confectionery.

Fire Insurance Industry Plans Educational Campaign

Aim of Experimental Campaign in Newspapers Is Not to Develop New Business but to Cultivate Public Co-operation in Making Possible Greater Service at Lower Rates

MEMBERS of The National Board of Fire Underwriters for some time have felt that their industry has been handicapped by lack of a proper understanding on the part of the public. Unfavorable developments have been quick to receive publicity and, in some instances, the industry has been made the butt of attacks by political campaigners who have spread distorted information in their attempts to create issues in their local territories.

Attacks such as these have promptly met with informative messages from the National Board which, in paid space, has given the public the straight facts. Such efforts, however, have been restricted in their scope and were designed to meet emergencies. What is needed, in the opinion of leaders in the industry, is a progressive and carefully planned educational program which would not only present the industry in its true light but which would, at the same time, show policyholders how they could co-operate in bringing about changes to their advantage.

This educational program, it was agreed, could best be conducted through the medium of advertising. Accordingly the membership of the National Board, at the annual meeting last May, authorized the Board to advertise. When the annual budget was submitted it included an appropriation of \$100,000 for advertising expense, which was in addition to allowances for maintaining previous advertising activities such as direct-mail literature, the Board's house magazine and expenses incidental to its sponsorship of Fire Prevention Week.

The expenditure of this fund was placed under the direction of the Committee on Public Rela-

tions, of which F. D. Layton, vice-president of the National Fire Insurance Company, Hartford, is chairman. Last week Mr. Layton announced that the advertising campaign would get under way early in October. It will be directed by W. E. Mallalieu, general manager of the Board, who will be assisted by W. W. Ellis, in charge of public relations.

For the first year the advertising will be confined to the States of Ohio, Missouri, Pennsylvania and Virginia. Every daily newspaper in that territory will carry something in excess of 5,000-line copy once a week. The schedule, as planned, is to operate over a period of seven months.

NOT AFTER MORE BUSINESS

The copy will carry the signature of The National Board of Fire Underwriters, which is an educational, engineering, statistical and public service organization maintained by 222 stock fire insurance companies. Its members write more than 90 per cent of the nation's fire insurance business. No new business is sought as a by-product of this advertising, because new business brings with it more losses in claims paid to policyholders. The companies cannot take more business than their reserves and surplus will permit.

The sole idea behind the advertising program, Mr. Mallalieu states, is to bring to the attention of the public a better understanding of stock fire insurance companies, their services and how these can be used to best advantage. "We are trying this newspaper campaign in these four States," he explained, "as an experiment. We have nothing to sell. We want to put into this advertising some thoughts regarding our broad lines of business."

If the campaign brings the desired results in the four States, it is believed that it will be enlarged. Although the campaign cannot reflect any measure of success in point of increased sales volume, which is the index of most advertising campaigns, there are several guides which may demonstrate its effectiveness.

Should the public respond to the industry's educational messages, there will be evidence of this response in the elimination of those factors which, because of the additional risk involved, call for higher rates; should it observe those admonitions which tend to reduce the number of fires, there will be evidence of this fact in fewer fires; should it obtain a better understanding of the circumstances involving adjustments and payments of claims, letters from policyholders to the claim departments of member companies will reflect this understanding.

An improved appreciation of these matters will reduce many of the criticisms which tend to create antagonism for the fire insurance industry and which have provided a fertile field for the planting of seeds of misinformation by those who have access to the public's ear. Adverse comment will dissipate itself or disappear when it is presented before an intelligent audience acquainted with the facts.

Further, a better understanding of the industry, it is expected, will result in co-operation and support from the public which will make possible the rendering of an even greater service to it by the industry at less cost.

There are special plans for acquainting all local agents and field men of stock fire insurance companies with the program and for aiding those agents who, individually or collectively, wish to take part in this plan for creating a better public understanding of the fire insurance business as conducted by the stock companies in their localities.

The four-State campaign, which is looked upon as an experiment, will be reviewed and a report on its accomplishments presented at

the next annual meeting of the National Board in May. At that time members will act on recommendations for the industry's future advertising course.

Youth and Advertising

Fifty years ago boys and girls were adept at weaving rag rugs, knotting quits, carding wool, spinning homespun and stretching carpets. Today boys and girls know the entire "abc" of the automobile, the electric household utensils, the steam heat system, the airplane and radio. But the youth of today knows little of what constituted the store of knowledge of the youth of yesterday.

The omniscience of youth in every era is ever amazing, but that of today would be inexplicable, but for one thing more than all others. That is advertising. In the newspapers, magazines and poster boards children are finding a vast storehouse of practical and useful information and instruction. The value of this incidentally acquired knowledge can not be measured in classroom hours. The youth of America is finding that advertising pays.

Psychologists have expounded the theory that truths are sometimes observed first by the adolescent. In the case of advertising it may truthfully be said that there are some of mature age who have not yet learned the value of advertising. Advertisers do not buy newspaper, magazine and poster space for the edification of the public, either juvenile or adult, but they recognize the children of today are not only a potent factor in the business of today but the deciding factors in the business of tomorrow.—*Natchez, Miss., Democrat.*

Douglas Fir Plywood Institute Plans to Advertise

The Douglas Fir Plywood Institute, with offices at Tacoma, Wash., has been organized by manufacturers of Douglas Fir Plywood in the Pacific Northwest. Among its purposes will be the encouragement of the use of Douglas Fir Plywood through a co-operative advertising campaign. This advertising, designed to educate the various marketing factors to the multitude of uses for Douglas Fir Plywood, will be directed to retail dealers, contractors, manufacturers and consumers.

Another feature of the Institute will be the establishment of a research laboratory to find a method of producing plywood that will give long and satisfactory service under various conditions. Another aim will be to establish uniform grades and standards of products.

Officers of the Institute are as follows: P. Garland, Tacoma Veneer Company, Tacoma, president; E. Westman, Washington Veneer Company, Olympia, Wash., vice-president; K. W. Steinhardt, Elliott Bay Mill Company, Seattle, treasurer and William L. Rawn, Tacoma, secretary.

Built on a strong foundation.

In the long list of McJunkin Advertising Company clients are represented, not one or two, but several, products and industries, most prominent in their respective fields of advertising, which, under McJunkin guidance, were the first to be advertised in an adequately broad and consistent way. Among other notable features of this agency is its record for long average duration of service to its clients.

McJUNKIN ADVERTISING COMPANY

DOMINANT IDEA ADVERTISING

228 NORTH LASALLE STREET AT WACKER DRIVE

CHICAGO

Why Not a Prize Award for the Ad That Sells the Most Goods?

EACH year, men learned in the theories of advertising, award prizes for the "best advertising of the year."

By so doing, they raise importantly the quality of much advertising that's produced. And thus benefit greatly the profession as a whole.

They rate ads by the quality of art and design they present; by layout and typography.

But—*never by actual count of sales.*

From an academic standpoint, that's probably quite all right.

But from a commercial standpoint, the only advertisement that is the "best" is *the one that creates the greatest actual sale of merchandise.*

Choosing advertising that will have that effect on the consuming public is like looking for a wife. It isn't always the most attractive girl who proves the best helpmate.

If an advertisement happens to embody the prize-winning attributes of symmetry, beauty, and attractiveness and also **SELLS MERCHANDISE AT A PROFIT**, so much the better.

Most advertising today that does produce results embodies most, or at least, *some* of those attributes.

But, unfortunately, some ads, gravely devoid of them, insist on making themselves seriously felt on profit sheets.

The main question about any ad is not "Is It Attractive," but "Does It Sell Goods."

And the only way to answer that is to TEST and CHECK it, *and find out.*

No advertisement is a "good" ad that hasn't proved its effectiveness as a selling factor. Proven it in terms of dollars in actual sales.

The most beautiful advertisement ever produced has no place in advertising if it hasn't passed that test.

Thus academic preference must take second place to CHECKED RESULTS in appraising advertising. For advertising is primarily a COMMERCIAL FORCE; with an ability to MAKE MONEY its sole reason for existence.

Why not a yearly award with that point in mind?



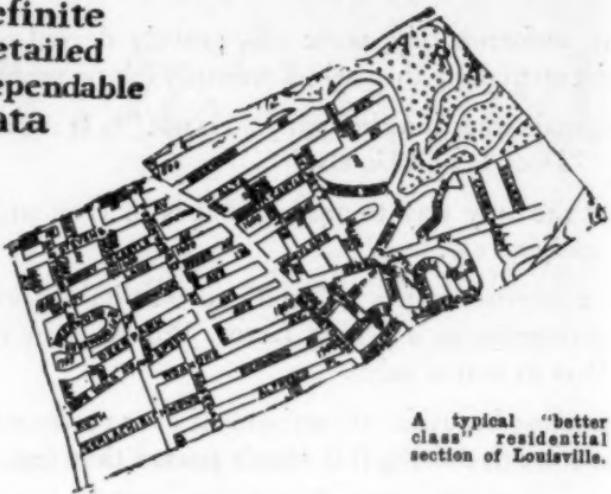
BLACKETT-SAMPLE-HUMMERT, Inc.

58 East Washington Street, Chicago

250 Park Avenue, New York

Aug. 23, 1928

Definite
detailed
dependable
data



A typical "better class" residential section of Louisville.

In This Section of Louisville There Are

2,390 FAMILIES

THAT RECEIVE ONE OR MORE NEWSPAPERS

1,447 of which receive the Daily Courier-Journal

1,933 of which receive the Louisville Times

2,099 of which receive the Sunday Courier-Journal

96.32%

*of all readers in this section are covered by
the Courier Journal and Louisville Times*

Definite, detailed, dependable data of this sort on any or all sections of Greater Louisville obtainable upon request. This complete newspaper census of Louisville is now being compiled by

over
170,000

Daily

over
138,000

Sunday

Member
of the
A. B. C.

The Courier-Journal.

THE LOUISVILLE TIMES.

Member of the 100,000 Group of American Cities

Represented Nationally by THE S. C. BECKWITH SPECIAL AGENCY

Death of Joseph Addison Richards

JOSEPH ADDISON RICHARDS, whose entire business life had been devoted to the advertising agency business, died at Clifton Springs, N. Y., on August 19. He was in his seventieth year.

Shortly after leaving Wesleyan University, which, in later life, honored him with the degree of Master of Arts, Mr. Richards joined the staff of the agency conducted by James H. Bates where he was employed in 1888, the year in which PRINTERS' INK was founded. He liked to recall his early association with PRINTERS' INK and its founder, George P. Rowell, and often referred to the fact that he and PRINTERS' INK started their careers about the same time. One of his proud possessions was an old photograph, hanging in his office, of Mr. Rowell and Mr. Bates, autographed by Mr. Rowell.

Later, Mr. Richards joined the agency, founded by his father, Joseph H. Richards, in 1874. Among the accounts handled by his father and with which Mr. Richards was identified, were Tiffany & Company, which is still handled by the Richards agency, and Estey organs. Through his career as an advertising counsellor, Mr. Richards played an important part in the advertising development of Waterman's fountain pens, Remington typewriters, Victor talking machines and, in its early advertising days, Colgate & Company.

Mr. Richards was an outstanding exponent of marketing research, which constituted an important policy of his service to

clients. Through research, he interested the pineapple growers of Hawaii in starting on their successful co-operative campaign on which he served as counsel for the first three years.

He was greatly interested in religious work and endeavored to give to church leaders the benefit of his business experience in encouraging them to make greater use of church advertising. He was a director of the National Bible Institute and a Methodist lay preacher. For years he did evangelical work, conducting noon street services until forced to discontinue this missionary work when his voice failed him in 1912.

In 1926 he published a book of fifty-five poems, most of which were inspired by religious themes. This volume took its title from the first poem, "The Master of My Boat."

Mr. Richards long contended that large corporations and industries, if their interests were under attack or involved in proposed legislation, should make use of paid space, over their own signature, to bring their side before the public. "I have even contended," he stated in a controversy which he had with President Wilson in 1913, "that this method would be far more satisfactory than to employ a so-called publicity agent to secure columns of reading matter using many words."

The controversy revolved around a campaign which the sugar industry had been directing toward official Washington, which was then giving consideration to tariff legislation. At Mr. Richards' suggestion, a group of Hawaiian cane sugar growers and domestic beet sugar growers took space to meet the tariff propaganda for free sugar. This advertising brought



JOSEPH ADDISON RICHARDS

forth a statement from President Wilson, who condemned this educational advertising as "lobbying" which was "calculated to mislead the judgment of not only public men, but also the public opinion of the country itself."

In reply, Mr. Richards addressed an open letter to President Wilson in which he took issue with this criticism. The method followed in the advertising series he stated was a straightforward and dignified effort to impress Senators and Representatives with the sugar industry's side of the situation.

"That this series of advertisements has been in some sense successful," wrote Mr. Richards, "is witnessed by the fact that you have seen fit, as President of the United States, to refer to it; an honor, I think, which no series of advertisements has ever received before in the history of advertising."

During the war, Mr. Richards was advisory counsel to the War Risk Insurance Bureau. He also was, at one time, president of the New York Council of the American Association of Advertising Agencies.

For the last four years he had not been active in business, relinquishing the presidency of his agency, shortly after the death of Mrs. Richards, to become chairman of the board. He was succeeded as president by Milton Towne, a son-in-law. Mr. Richards, in his semi-retirement, then took an extended tour to South America and South Africa.

He was a frequent contributor to PRINTERS' INK. One of his contributions, "The Other Side of 'Fifty Years Ago in Advertising,'" in the May 26, 1927, issue, was replete with intimate reflections of his experiences and with observations of men and campaigns that played an important part in early advertising history.

Bandage Account for Albert Frank Agency

The Presto Bandage Company, Inc., Chicago, has appointed the Chicago office of Albert Frank & Company to direct its advertising account.

Standard Parts Industry to Start Advertising Campaign

The National Standard Parts Association, Chicago, will start a national advertising campaign in September in trade papers to tell the repair trade its aims and purposes and to explain the products and services of the association. The first advertisement will show a map in color of the United States and Canada, pointing out the cities in which member jobbing houses are located. E. P. Chalfant, executive vice-president of the association, is in charge of the campaign.

New Accounts for Colcord Agency

The Lincoln-Schlüter Machinery Company, maker of machines for surfacing and polishing floors, Grinnell Washing Machine Company, and the Manhattan Coat Company, specializing in uniforms for doctors, dentists and nurses, have appointed David H. Colcord, Inc., Chicago advertising agency to direct their advertising accounts. All three accounts are Chicago firms. Business papers will be used.

Scott Paper Sales and Income Gain

The Scott Paper Company, Chester, Pa., ScotTissue paper towels, etc., reports net sales for the six months ended June 30, of \$3,448,426, against \$2,966,115, for the corresponding period of last year. Net income for the first six months of 1928, after taxes and charges was \$374,230, against \$276,260, for the first half of last year.

"Nation's Traffic" Appoints Representatives

J. William Hastie, New York, has been appointed Eastern manager of *Nation's Traffic*, St. Louis. James T. Heed, Chicago, will represent this publication in the Midwest. R. R. Ring, Minneapolis, will represent it in the Northwest.

A. E. Holden, Vice-President, Birchard Agency

A. E. Holden has been made vice-president of The Birchard Company, advertising agency of Seattle, Wash. He has been, for the past seven years, advertising manager of the Pacific Coast Coal Company, at that city.

"Minneapolis Tribune" Appoints W. E. Lamb

Walter E. Lamb, formerly advertising manager of the Omaha, Neb., *World-Herald*, has been made advertising manager of the Minneapolis *Tribune*. He was, at one time, with the Chicago *Daily News*.

Markets— Transportation Co-operation

Every intelligent farmer knows that improved production methods advocated by good farm papers have improved his condition in competition with other farmers. But improved production methods do not prevent or reduce a surplus. That is a question of markets and economical transportation and wise co-operation. Those are National questions. They are constructively dealt with by Farm Life for more than a million subscribers. They should, at the same time be learning what your product can contribute toward the effectiveness of their work or the enrichment of their lives.

T. W. LeQuatte
Publisher

Farm Life
Spencer, Indiana

Copy Slants

VII—Human-Interest Copy

By Robert Tinsman

President, Federal Advertising Agency, Inc.

[EDITORIAL NOTE: The first article in this series appeared in the July 12 issue; the others have been printed in succeeding issues.]

BY human-interest copy we mean the writing with a heart throb in it, the appeal to the soul of the reader—you remember the line in our history primers—describing the Red Indians—"within each savage breast there beats a human heart."

So the advertising copy that gets under the skin of the savage reader and reaches for his heart strings and purse strings at one and the same time, that copy, I suppose, has human interest.

Some writers of genius would have us believe that this sparkling stuff is a matter of pure inspiration—heaven sent when the spirit moves. Personally, I doubt it.

Rather do I agree with Poe in his wonderful paper on "The Philosophy of Composition." He tells us there that his great poem, "The Raven"—by many critics considered the best short poem in the English language—was a matter of cold calculation. Let me quote him a moment—for certainly The Raven is a splendid specimen of human-interest writing—no poem has more thrill for the average reader.

He says—"most writers—poets in especial (and I will say copy writers also) prefer having it understood that they compose by a species of fine frenzy, an ecstatic intuition"—and then he speaks of "The Raven" as a contradictory example—"It is my design to render it manifest that no one point in its composition is referable either to accident, or intuition—that the work proceeded step by step to its completion, with the precision and rigid consequence of a mathematical problem."

So you see, it comes back to our original rule—even human-interest copy—"Think first—then write."

A recent book—"The Knowledge of English"—by George Philip Krapp, of Columbia University, cites a number of phrases from the classics that have endured as the most felicitous expressions of our language—for example:

"Lisp of leaves and ripple of rain."—Swinburne.

"After life's fitful fever, he sleeps well."—Shakespeare.

"And never lifted up a single stone."—Wordsworth.

"The multitudinous seas incarnadine."—Shakespeare.

"The moan of doves in immemorial elms."—Tennyson.

"Over the lit seas unquiet way."—Matthew Arnold.

"Silent, upon a peak in Darien."—Keats.

"Quick and sharp rang the rings down the net poles."—Browning.

"Exhaustless grace of Magaras emerald curve."—Lowell.

"Such light as never was on sea or land."—Wordsworth.

"The stars in their courses fight against Sisera."—Bible.

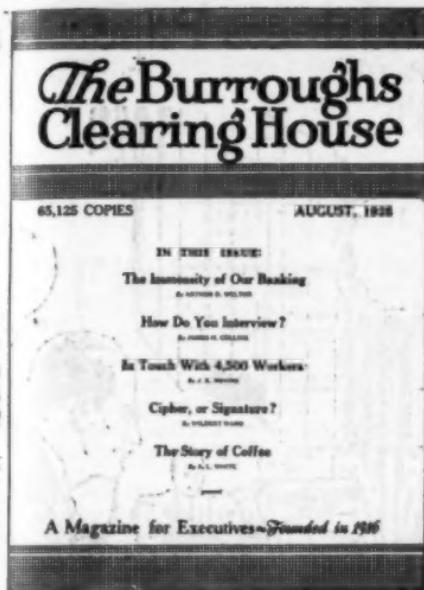
"Thick as the falling leaves in Vallombrosa."—Milton.

Professor Krapp says, in his comment on these and other selections: "A strikingly insistent musical word or phrase becomes very tyrannical. It rings in the ears long after one would gladly forget it."

And then he quotes Goethe's great advice to writing men and women: "If any man wishes to write a clear style, let him first be clear in his thoughts; and if any would write in a noble style, let him first possess a noble soul."

To go to the other copy extreme—no talk at all—the picture may tell the whole heart story. How about that great Prudential page—a picture of the toiling widow, and the hungry children, entitled "Stitch-Stitch," suggesting at a glance those wonderful verses of Thomas Hood's—"The Song of the Shirt"—you see, human-interest copy is pretty close kin to good poetry as a rule.

Then I recall another great in-



No matter how large or small the bank, or where it is located, one or more executives in it receive a copy of *The Burroughs Clearing House*. And it is read by the President, the Vice-president, the Cashier and perhaps passed on down the line, and then filed for future reference. Such influence cannot be bought in any other bank publication at such an economical rate.

BANK officials have personal incomes that place them in the class of preferred prospects for most any product. Because of their position in the community which they serve, they are also influential factors in the purchases made by others.

Write today for sample copy and rate card

The Burroughs Clearing House

Second Blvd. and Burroughs Ave., Detroit

Aug. 23, 1928

[How a Business Paper Won Au



on Authority in Its Industry]

SUMMONED TO COURT— THE FINAL AUTHORITY

THE telephone rang. The United States Shipping Board Emergency Fleet Corporation was calling *Iron Trade Review* from the new Navy building in Washington. Help was needed. The government was endeavoring to collect a large overpayment on a wartime shipbuilding contract. Unbiased and unquestioned accuracy of testimony was desired. Over a million and a half dollars were at stake and the integrity of the contracts of the United States government was the issue.

At the invitation of the general counsel of the shipping board, one of *Iron Trade Review's* staff of editors was dispatched all the way to the Pacific Coast to tender before the court authoritative testimony on business conditions at the end of the war. Records of previous years, price trends, conditions of railroad traffic as affecting industry, and many other factors were considered.

All these were matters of personal opinion, lacking any basis of record or permanence until *Iron Trade Review* was brought into the case. Here, in printed word, was the complete portrayal of the metalworking industry, as available ten years after the war as at the present time. In unmistakable figures, in *Iron Trade Review*, were the market prices of iron and steel materials, an established authority that could not be questioned. Upon this publication leaned both plaintiff and defendant for impartial testimony.

The complete confidence displayed by the government in seeking the help of *Iron Trade Review* in an important arbitration is but one of the many instances where the records of *Iron Trade Review* are the final court of resort for settlement of industrial disputes or the basis of contracts.

To have won such faith from an entire industry is the consummation of business-paper publishing.

IRON TRADE REVIEW

A Penton Publication

Penton Building

Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers, national magazines, books, catalogs, etc.

Member, A. B. C., A. B. P., N. P. A.

-TREND OF DEMAND FOR HOME FURNISHINGS



HERE is a glimpse of an unusual store. It shows clearly how well furniture and homefurnishings retailers have learned the art of displaying merchandise.

Do you know what sales opportunity exists for your product here? Perhaps we can tell you.

FURNITURE RECORD

A Magazine of Better Merchandising
for Home Furnishing Merchants

GRAND RAPIDS, MICH.



For More Than 25 Years The National Magazine of the Furniture Trade

surance advertisement by the Metropolitan company, entitled "Play Fair with the Youngsters." It begins—"There they go trudging off to school with singing morning faces—books tucked under arms—your greatest treasures—our Country's Future Citizens! What a wonderful privilege to have these little lives in your keeping." What parent will resist such reading as that!

Human-Interest Copy is the stuff that gets to you quick and stays there. Like moonshine—isn't it?

It needn't be fine writing at all—but it must be direct to the reader's selfish interest. Every advertisement reader's favorite song is "I love me"—and we all read advertising. How do you suppose the *American Magazine* got its two million readers?—because every single story strikes a helpful note of selfish human interest. The editor knows the reader puts himself in the hero's place—and when it's a true story of success, then it's a circulation builder for the *American Magazine*.

A CHEERY, HOMEY PICTURE

Such an average advertisement with a pulling power above the average is Congoleum—just a nice, cheery, homey picture of Lizzie and Jake looking at that new rug—spic-span, prosperous-looking. And the copy—just as direct as the picture—"And only \$9.60—I can hardly believe it! What a home-like room"—etc. He might not admit it, but I say that A. W. Erickson, who inspires this advertising, surely has the human-interest touch—and don't you think it sells rugs? Ask Congoleum's competitors!

Finally, the power of human-interest copy to sell an institution—like a railroad, for instance. Do you remember the series for the Pacific Northwest—the one with the caption "The Quest of Heart's Desire"?

Truly human-interest copy need suffer no limitations!

* * *

In his eighth and final "Copy Slants" article Mr. Tinsman will discuss "The Copy Style."

Advertising Appropriations in Singapore

FORD MOTOR COMPANY OF MALAYA,
LIMITED
SINGAPORE, S. S.

Editor of PRINTERS' INK:

Please refer to your advertisement on page 134, March issue, *PRINTERS' INK MONTHLY*, on advertising appropriations.

Would it be possible to obtain the thirty-five articles on various phases of appropriation work as listed, or a part of them, and if so what would be the charge?

Unfortunately I have not been in a position to retain all the copies of the *PRINTERS' INK Publications* in which these articles appeared.

C. J. R. MICHELS.

ADVERTISING and merchandising conditions in Singapore or in Pernambuco are different from those prevailing in this country. Manufacturers who are selling their products there with the aid of advertising, however, have the same problems as the American manufacturer when it comes to determining methods of raising an advertising appropriation.

It was a pleasure for *PRINTERS' INK* to forward to the Ford Motor Company of Malaya, for its study, clippings of many of the articles on advertising appropriation methods which were listed in the March issue of *PRINTERS' INK MONTHLY*.

There is one suggestion that we have for Mr. Michels, as well as for other subscribers to the *PRINTERS' INK Publications*: Save your copies of *PRINTERS' INK* and *PRINTERS' INK MONTHLY*. A reference file becomes a fertile source of information when advertising, merchandising and sales problems crop up.—[Ed. *PRINTERS' INK*.]

G. E. Lash with Birch-Field & Company

G. E. Lash, formerly with Sherman & Lebar, Inc., New York, has joined Birch-Field & Company, Inc., New York advertising agency, as an account executive.

Wilfred Monette has joined the staff of the Canadian Advertising Agency, Ltd., Montreal. He formerly was with the Quebec Pulp & Paper Industries, Chicoutimi, Que.

Dennison Loses a Trade-Mark Case on Unusual Grounds

This Decision Emphasizes the Point That a Trade-Mark Must Distinguish the Goods to Which It Is Applied

THERE are many products to which it is difficult, if not impossible, to attach a trade-mark in the ordinary manner. Tags of various kinds, such as shipping tags and price tags, fall in this classification. Here the difficulty lies in the fact that it has not been found feasible to originate a mark that would not be objectionable to purchasers.

What happens occasionally, under these circumstances, is that the manufacturer attempts to secure trade-mark registration for a structural or functional feature of the product. Unfortunately, even though a structural or functional feature is entirely novel and distinctive, it seldom, if ever, constitutes a valid trade-mark.

This is the point which is emphatically brought out in a decision recently handed down by the first assistant commissioner of patents, William A. Kinnan, in a case involving the Dennison Manufacturing Company. The salient features of the case are as follows:

On certain of its tags, Dennison uses an urn-shaped or vase-like figure which forms a patch for the tag. It appears that tags of the character upon which Dennison uses these specially designed patches, usually have a reinforcing patch to prevent the tearing of the material that surrounds the hole by means of which the tags are attached to the merchandise upon which they are used. This patch is usually glued or otherwise securely fastened to the tag and thus becomes an inherent part of the tag itself—in other words, the patch is a structural or functional feature of the tag.

Nevertheless, Dennison claimed that it was entitled to trade-mark registration for the patch it uses because the urn-shape or vase-like contour of the patch has no structural or functional feature. In other words, Dennison pressed the

point that the patch might well have been made square or round or octagonal and that it selected the shape now employed because it felt that the design was sufficiently unusual, and sufficiently disassociated with any structural or functional feature, to constitute a valid trade-mark. Incidentally, Dennison impressed upon the Patent Office the admitted fact that the product was an exceptionally difficult one to trade-mark. Also, the company made the point that if the patch it used were placed on the tag in a location other than at the string hole, it would then be a good trade-mark.

In his decision, Mr. Kinnan answered all these arguments by saying: "The tag and its reinforcing patch are parts of the completed article and it would seem the mere shape of the patch is not a feature which can be recognized as constituting a trade-mark." He then referred to a Goodyear tire case in which the court held that the diamond-shaped projections molded on the face of a rubber tire for the purpose of enhancing the wear or preventing skidding were not registrable "since they form a very essential part of the goods itself." Mr. Kinnan admitted, however, that the Goodyear case was not exactly parallel, since the diamond-shaped projections served a specific function while the urn-shaped design of the Dennison patch did not serve any mechanical function.

Another case cited was Hoyt v. Hoyt, 143 Pa. 623, in which it was held that a "trade-mark must relate to and distinguish the goods to which it is applied. For this reason, among others, the size and shape, or mode of construction of a box, barrel, bottle or package, in which goods may be put, is not a trade-mark." A third case cited by the assistant commissioner

CHAIN STORE AGE

93 Worth St., New York City

Now
in its
fourth
successful
year



ruled that "a trade-mark for roofing material, consisting of a design formed by horizontal and vertical lines embossed or indented into the material in such manner as to leave the entire surface of the roofing corrugated in squares" could not be regarded as a registrable trade-mark because the corrugated surface became a "mere structural feature of the goods."

In view of these decisions, the assistant commissioner ruled against Dennison and upheld the decision of the examiner of trademarks who had denied registration to Dennison. Of course, the company still has recourse to an appeal to the Commissioner of Patents and, if another adverse decision is encountered it can still carry the case to the Federal courts. Whether this will be done is not known at the moment, but if it is, future developments will be watched with the keenest interest. There are hundreds of trade-marks for which registration has not been sought, or for which registration has been denied, for reasons similar to those brought out in this Dennison case and it may well be, should Dennison carry the case to higher authorities, that rulings will be made which will permit some of these to secure Federal protection.

H. L. Wintrich with Cross & La Beaume

H. L. Wintrich is now handling production for Cross & La Beaume, Inc., New York advertising agency. He formerly was with Schmidt & Lepis, and at one time was with The Blackman Company.

O. L. Helfrich with "Nation's Business"

Otis L. Helfrich, for three years with the Curtis Publications at Detroit, has joined the Eastern staff of *Nation's Business*, Washington, D. C. His headquarters will be at New York.

Elgin A. Simonds Account to Z. L. Potter

The Elgin A. Simonds Company, Syracuse, N. Y., manufacturer of period furniture, has placed its advertising account with The Z. L. Potter Company, Syracuse advertising agency.

New Aviation Insurance Group to Advertise

The United States Aviation Underwriters, recently organized at New York, plan to conduct an advertising campaign to present this new service to the aviation industry as well as to individuals who operate aircraft. Reimers & Osborn, Inc., New York advertising agency, has been appointed advertising counsel.

The new concern has been organized by David C. Beebe and Major Reed M. Chambers, as managers and underwriters for the United States Aircraft Insurance Group, representing four casualty companies and four fire insurance companies. All the known forms of aviation insurance will be solicited by approximately 75,000 agents representing these eight companies and in addition, any recognized agent will be able to handle policies through this aircraft group.

On Advice of Mr. Rowell

BERNARD A. VOLLMER
REALTOR
LOS ANGELES

Editor of PRINTERS' INK: I went with the *New York World* in 1892 and the first copy of *PRINTERS' INK* which I read in that year was handed to me in person by Mr. Rowell, who said, "My boy, read this regularly and you will learn something about advertising."

Since that time the only issues of *PRINTERS' INK* I have missed were during my annual vacations. Long life and prosperity to you.

BERNARD A. VOLLMER.

D. N. Dougherty Heads Los Angeles Bureau

Daniel N. Dougherty has been appointed manager of the Los Angeles Better Business Bureau to succeed Ferris R. Miller, who has resigned to become head of the research department of the May Company, Los Angeles. Mr. Dougherty formerly was in charge of the Pacific Coast offices of the Federal Trade Commission for seven years.

New Account for Minneapolis Agency

Wm. Harris & Company, St. Paul, Minn., manufacturers of Tuxedo automobile seat covers and other textile automobile products, have appointed the Mitchell Advertising Agency, Inc., Minneapolis, to direct their advertising account. Automotive trade papers are being used.

New Business at New Orleans

T. Walters, formerly with the New Orleans Publicity and Convention Bureau, New Orleans, La., has started an advertising business at that city under the name of Argus, Advertising.

You
can tell a magazine
by the circulation it keeps

81.86%

Subscription renewals

June 30, 1928 A. B. C. Report

The
Architectural
Forum

The Architectural Forum is making advertising more of an exact science

ANNOUNCING

A series of five articles

By HOWARD W. DICKINSON

Printers' Ink is pleased to announce an editorial feature which it believes no person interested in advertising can afford to miss. This feature—a series of five articles—will start in the issue of August 30.

Howard W. Dickinson until a year ago was vice-president of the George Batten Company. While Mr. Dickinson is at present not engaged in business he continues to have an engrossing interest in advertising.

Out of an experience of twenty-three years as magazine advertising salesman and agency salesman and executive, he has drawn material that has a bearing on the business of every advertiser and advertising agent.

Paradoxically, because of the fact that Mr. Dickinson has now withdrawn from active participation in advertising, he is able to look upon it with a clearer vision than many men who are closer to it.

The titles below tell what you will get from a reading of this series of articles which are all brim full of concrete, personal experiences, actual instances and anecdotes.

1. Four Advertising Flivvers

Why they failed and the lesson to be learned from each one of them.

2. Getting a Start as an Advertising Agency Executive

The early adventures of an agency official who helped with the first campaigns of some of our large advertisers.

3. The Investment Value of Advertising for a Going Business

A hypothetical series of tables which indicate what the advertising investment actually accomplishes.

4. Confessions of an Advertising Club Speech Maker

Good fun, but filled up with sound logic.

5. Let the Advertiser Beware!

If advertising begins to get discredited, then the louder the shouting the less it will be believed.

The first of Mr. Dickinson's articles will appear in PRINTERS' INK of August 30, and the others will follow in subsequent issues.

Watch for this series!

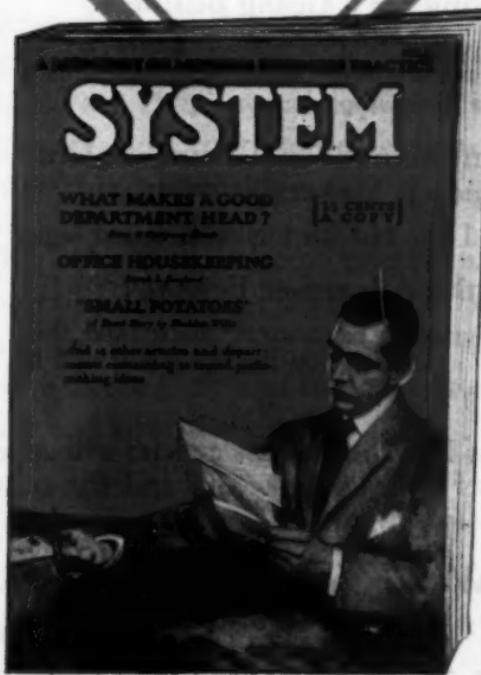
P R I N T E R S ' I N K

Aug. 23, 1928

MORE than 33,000 net paid—more than 40 advertising pages—and only three months old. In sales results SYSTEM already has demonstrated that it influences a highly responsive section of an everyday buying business market. Yours for the asking—an interesting story of hand-picked readers—what we've got—how we got them.

A. W. SHAW COMPANY

A division of McGraw-Hill Publishing Company, Inc.—Chicago New York



SYSTEM serves department heads, office managers, bookkeepers and clerks in big businesses; owners and operating heads of small businesses.

Is This the Plan the Book Trade Has Been Waiting For?

A New Kind of Co-operative Campaign Which Is Aimed at Getting More People in the Retail Store

IN September, with the publication of "All Kneeling," a novel by Anne Parrish, the American Booksellers Association launches what promises to be one of the most successful attempts yet made to increase the sale of books. More than that, in its details the A. B. A. plan is one of the most unusual co-operative campaigns that has been conducted in the United States.

It is probable that more bright young men have stepped forward with answers to "What is the matter with the merchandising of books?" than ever volunteered to settle the question of the war debts. Even wise merchandising heads have in moments of leisure dashed off what seemed to them to be sound suggestions for increasing the sale of books. The fact remains, however, that despite various efforts, private as well as co-operative, the volume of book sales in this country has not increased with the rapidity that our standards of living and education would seem to warrant.

Several years ago, a new factor entered the bookselling field, the so-called "book club," an adaptation of a plan which has been worked successfully in Germany. Today, the two most flourishing survivors of a number of these clubs, the Book of the Month Club and the Literary Guild, claim 80,000 and 50,000 members respectively.

On analysis, the book club is really a retail business, competing with the retailer, although the sponsors of the clubs maintain that the added prestige they give a book helps the retailer increase his sales on that particular book. The fact remains, however, that the club does little to encourage the consumer to enter the retail book store.

The A. B. A., an organization of retail booksellers, has been

watching the activity of the clubs with deep interest. Officially and publicly it has fought the Literary Guild because it felt that the Guild was using competitive advertising of a type which cast discredit on the retailer of books. Recently, the Guild and the A. B. A., working together, drew up an agreement in which the former agreed to change certain objectionable features of its advertising in return for certain concessions on the part of the bookseller.*

In the meantime, however, the A. B. A. has been working on a plan which is designed to increase the sale of books for the book retailer and at the same time offer the consumer many of the services offered by the book club. This plan, which was outlined at the recent A. B. A. convention by Ellis W. Meyers, executive secretary of the organization, is now about to be put in effect.

The plan is built around two ideas, "Bookshopping" and "BookSelection."

BookSelection is an adaptation of the club idea. A jury of four (there will be a fifth member added to this jury later) has been appointed by the A. B. A. It consists of Joseph A. Margolies, head buyer for Brentano; Marian Dodd, owner of the Hampshire Book Shop, Northampton, Mass.; Harry Hansen, literary critic, the *New York World* and *Harpers Magazine*; and Dr. Will Durant, author of "The Story of Philosophy." This jury functions as do the committees chosen by the clubs. Each month, publishers present to the A. B. A. certain outstanding books and from these the committee chooses the current BookSelection. "All Kneeling," by Anne Parrish, is the BookSelection for September.

From this point on, however,

*PRINTERS' INK, June 21, 1928, page 140.

Aug. 23, 1928

the A. B. A. plan differs radically from any of the club plans. In the first place, no BookSelection can be bought direct from headquarters by the consumer. No consumer can sign up for an annual or semi-annual membership except with his own bookseller. In other words, any buying that the consumer does must be done direct with the retailer.

The mechanical details of the plan are simple. The bookseller participates in the plan by signing up for a certain number of BookSelections. Five copies per month is the minimum number, while one of the largest book retailers in the country has contracted for 500 copies per month. The dealer receives his regular trade discount of 40 per cent on the BookSelection and discounts run up to 43 per cent on large quantities. For these books the dealer agrees to pay in advance. That is the plan so far as the bookseller is concerned.

It is obvious that such a plan cannot be put into effect without a strong advertising backing and advertising was one of the first factors considered by the A. B. A. Of course, there at once arose the question of how advertising funds were to be obtained. One solution was to take them from the treasury of the A. B. A. This, however, was impractical.

There was another solution which was adopted. The headquarters of the A. B. A. acts as a clearing-house and buys the books from the publisher in large quantities at a higher discount than the publisher gives the dealer. It then sells to the dealer at his regular discount. The difference between the two prices is the fund which pays for advertising and incidentals. In other words, we have here a co-operative advertising campaign which costs the co-operating members just nothing.

The A. B. A. does not look upon this plan as primarily a club plan. Bookshopping is more important than BookSelection. The latter is the peg on which to hang the hat which, to change the metaphor, is the real goal of the association's

effort—to get more consumers coming into book stores habitually.

The advertising, therefore, features Bookshopping, the pleasure of browsing in a book store, the service the book retailer offers the consumer. For instance, the first advertisement starts as follows:

Bookshopping is a game that all can play! And it's rare sport. Stories that create a fantastic world or reveal this one—the rich romances of bygone days—the agonies of modern birdmen—tales that probe deeply into man's inner life—side by side books call to you from the book shop shelves. For reading is only part of the fun; choosing the books you want to read is equally fascinating. Try it! Look for the insignia of the American Booksellers Association—it is the promise of rare mental adventure.

Bookshoppers will delight in the monthly BookSelection—a sample taste of good reading. This month the BookSelection is Anne Parrish's new novel "All Kneeling"—a book that the whole country will be talking about. You can see it now at any A. B. A. store or department.

At one side of the advertisement is a panel explaining a little more about BookSelection and telling about the committee.

That advertisement really sets the keynote for the whole series. You can see that the plan is what the A. B. A. said it was in a letter to members, "merely a means of financing a national advertising campaign." Only this is not the usual book advertising campaign, built around a hazy slogan or a hopeful feeling. It has a definite hook, the BookSelection, that is the something tangible which previous efforts to increase the retail volume of books have lacked.

At present the A. B. A. plans to use advertisements in periodicals and newspapers. The copy will pretty well follow the lines of the first advertisement.

In addition, the association furnishes each participating book seller, free of charge, material for window displays which are tied in with the monthly BookSelection. The A. B. A. strongly recommends to its members that they feature the BookSelections with monthly window displays.

Finally, the A. B. A. prints special bands which are attached to the regular jacket of the book,

pointing out that the particular work is a BookSelection. For the first month the publisher of "All Kneeling" is using this band on all the books, both those distributed by the A. B. A. and by himself.

It will be interesting to watch the development of the Book-shopping-BookSelection plan. It is one of the first plans tried in the book trade which has a definite, concrete idea and as such may prove to be one of the long-sought solutions of the problem that has been bothering both publisher and retailer.

"One Woman Tells Another"

THE BOLTON ADVERTISING COMPANY
INC.

YOUNGSTOWN, OHIO

Editor of Printers Ink:

We have just noticed the inquiry in your issue of July 26 regarding use of the slogan "One Woman Tells Another."

This slogan has been used for some time by our client, The Orko Company, Youngstown, Ohio, manufacturer of medical products. One use of this slogan, is its reproduction on a box-top of the product to which it applies.

We understand that another medical manufacturer has copied this slogan during the past year, but we sincerely believe that its first use was developed by our client.

THE BOLTON ADVERTISING COMPANY,
PAUL H. BOLTON,
President.

Will Acquire "Plumas National-Bulletin"

W. M. Hines, publisher of the San Francisco *Bulletin*, will acquire the Quincy, Calif., *Plumas National-Bulletin*, a weekly, on August 29. William M. Wright will be publisher and editor of the Quincy paper.

Ray Nichols Transferred by "Better Homes and Gardens"

Ray Nichols, for more than two years with the Chicago office of *Better Homes and Gardens*, has been transferred to the home office at Des Moines, where he will do sales promotion work.

Joins Earl C. Schwartzkopf Studios

Leslie R. Glasener, formerly with Printing Plates, Inc., Toledo, has joined the sales staff of the Earl C. Schwartzkopf Studios, advertising artists, of that city.

Candy Firms Make Joint Manufacturing Arrangement

A joint manufacturing arrangement has been made by the A. M. Ramer Company and the Allen-Qualley Company, candy manufacturers, both of St. Paul, Minn., to manufacture the requirements of both concerns. A new corporation has been formed, to be known as the A. R. Candy Company, owned equally by both companies. The officers and the sales and clerical organizations of both companies will continue as heretofore.

Buys "Southern Hotel Reporter"

The *Southern Hotel Reporter*, Atlanta, has been purchased by the *Southern Hotel Journal*, Jacksonville, Fla. Effective with the September issue, these publications will be combined and published under the name of the *Southern Hotel Journal*.

Appointed Detroit Manager by Cone, Rothenburg & Noee

Cone, Rothenburg & Noee, Inc., publishers' representative, has appointed Charles H. Marvin manager of its Detroit office. He was formerly with Brooke, Smith & French, Inc., advertising agency of that city.

Time-O-Stat Account to Freeze & Vogel

Freeze & Vogel, Inc., Milwaukee advertising agency, has been appointed to direct the advertising account of the Time-O-Stat Corporation, of that city, maker of Time-O-Stat room thermometers.

A. F. Chapin Joins "People's Popular Monthly"

Arthur F. Chapin, formerly with the Eastern office of the *Woman's World*, has joined the Eastern office at New York of *People's Popular Monthly*, Des Moines.

R. L. Baker, Vice-President, Chambers Agency

R. Lynn Baker, who has been manager of the Louisville, Ky., office of The Chambers Agency, Inc., for the last five years, has been made a vice-president of that agency, headquarters of which are at New Orleans.

Has Hi-Flier Kite Account

The Hi-Flier Manufacturing Company, Decatur, Ill., manufacturer of kites for toys and advertising purposes, has appointed The Midland Advertising Service, of that city, to direct its advertising account. Business papers and direct mail will be used.

Reaching the "Illiterate Market"

JOHNSON & JOHNSON
NEW BRUNSWICK

Editor of PRINTERS' INK:

Will you kindly refer me to any articles that have appeared concerning the reaching of the illiterate market? By this, I mean getting a message to people who cannot read at all.

I would also like to have anything which you have printed concerning the best and most efficient methods of reaching our foreign population who cannot read English, but can read their own language to a greater or less degree.

G. W. WILLIAMS, Jr.,
Director Medicated Plaster Division.

THE second part of Mr. Williams' letter is easy to answer because a large number of organizations and individuals have made complete and exhaustive studies of our foreign population. The names of such individuals and organizations are available at this office on request.

The first portion of the letter in which Mr. Williams inquires about the illiterate market is more difficult to answer. Some illiterates are found in the big cities, some live in almost inaccessible places far back in the mountains, swamps and forests, but come out to make purchases at the towns and villages nearest them. Neither the Department of Commerce nor the Department of Agriculture can offer much information concerning how to reach the illiterate. Both have bulletins and statistics concerning the number of illiterates and their locale. The chief of the press service of the Department of Agriculture offers a thought which is interesting when one has discovered just where the illiterates are whom it is desired to reach. He points out that certain colleges of agriculture operating in connection with the Department are engaged in teaching large groups of illiterates better farming methods by the use of pictures, posters and motion pictures and that similar methods might be employed by manufacturers for their advertising messages.

Long before any man could read he could understand the meaning

of pictures, and our written words are but the development of crude drawings and designs rudely cut on the walls of caves. Every man can understand a simple picture and it is probable that many an illiterate looking at the pictures in newspapers, magazines, on posters and in street cars, has become familiar with trade-marks and has purchased the products they identify.

There is a group of illiterates in the mountains not thirty miles from New York. Many of them purchase advertised food products, tools, household utensils, etc., because they have become familiar in some way with the appearance of the trade-marks. The large number of illiterates who still live in various parts of the country offers an inducement to every manufacturer to use illustrations and an easily identified mark on his product. This, and as complete a distribution as possible, will enable manufacturers to get their share of the business, for every illiterate can recognize a picture and most of them make occasional shopping trips.

In the case of a special product like Johnson & Johnson's, it would seem that a careful analysis should be made of the number and location of the people the company wants to reach. Then the question can be decided whether the cost of the pictorial effort required to reach them is justified by possible results.

In the meanwhile, an easily recognized label showing the use of the product should help.—[Ed. PRINTERS' INK.]

Joins Copy Staff of Seattle Agency

Ralph Williamson, formerly with the Honig-Cooper Company, Inc., at Seattle, has joined the staff of the Strang & Prosser Advertising Agency, of that city, as a copy writer.

To Direct Sales of Associated Shingle Mills

Frank Hackett has been appointed sales manager of the Associated Shingle Mills, Grays Harbor, Wash.

ADVERTISING SPACE BUYERS!

Your problems in analyzing a trade market were thoroughly taken into consideration in the compilation of this booklet. It is a "true guide to the Memphis Trade Area," giving full market data for Memphis and the 38 largest towns in its trade area.

*Memphis, Tennessee
and
Its Trading Area*

A COMPILATION OF
MARKET DATA
OF MEMPHIS
WEST TENNESSEE
EASTERN ARKANSAS
NORTHERN MISSISSIPPI

SCRIPPS HOWARD

Memphis Press-Scimitar

(Reproduced 1-4 Actual Size)

This 36-page booklet will be sent free upon request.



MEMPHIS PRESS-SCIMITAR

A Scripps-Howard Newspaper

Scripps-Howard Newspapers—National Advertising Department:
250 Park Ave., New York; 300 S. Broad St., Philadelphia;
400 N. Michigan Ave., Chicago; Detroit, Atlanta, San
Francisco, Los Angeles, Portland, Seattle, Dallas

A. B. C. PUBLISHER'S STATEMENT
MARCH 31, 1928.....

93,710

Aug. 23, 1928

Save the surface

—the printing surface. If your mailing piece is too heavy don't cut down its area

YOU buy paper by the pound. You pay postage on it by the ounce. But you *use* it by the inch.

To you, the advertiser, paper is so many square inches of printing surface. Character of surface or thickness of paper is important, but usually surface area is paramount.

When it becomes necessary to save postage, there is a way to reduce the weight of the stock without cutting down the area of printing surface.

Warren's Thintext helps your mailing-piece weigh in below the limit. It is a light-weight paper of surprising strength.

A sheet of Warren's Thintext 25 x 38 inches weighs less than an ounce. Plus a letter and an envelope, a broadside of that size can be sent third-class for a one and one-half cent stamp.

When you need all the surface you can get for a given weight, have your printer make up the dummy on Warren's Thintext.



It is frequently quite an advantage to reduce the thickness and weight of catalogs, sales manuals and data books. When Warren's Thintext is used, such books become surprisingly thin and light.

S. D. WARREN COMPANY, 101 MILK STREET, BOSTON, MASS.

WARREN'S STANDARD PRINTING PAPERS

Securing "Gray Effects" in the Illustration

Intermediate Tints Often Necessary in Order to Elaborate Other More Important Pictorial Features

By W. Livingston Larned

MANY of the "gray effects" observed in modern advertising illustration are of a technical character to interest even those who have been accustomed to handling problems of this description. The engraver has, during the last few years, discovered numerous short-cuts, ranging from "phantom techniques," to large areas of gray produced from an original illustration designed with this definitely in mind.

Consider, as one department of this work, the several ideas which are now successfully applied to newspaper drawings and their engravings. It has always been difficult to secure adequate results on newspaper stock, because of the known hazards. Planes of gray fill in, smudge, and, in a long run, collect particles of dirt and clotted ink, which disfigure an illustration.

The following methods are recommended as thoroughly practical in this particular field:

If a drawing is made in pen and ink or in lamp black, those areas which are to be half-strength, gray, can be painted in, in solid black, with an overlay on tissue of blue, to indicate just where the engraver is to "cut" these areas. For example, it might be desired to have an entire figure, with the exception of face and hands, in gray. In the drawing, these parts would be in black, and the engraver cuts down their strength to any specified tone by means of Ben Day textures applied either to

the metal or to the negative. When the Ben Day pattern runs across the black, it diminishes its strength, of course. There are at least ten textures which can be used for this purpose, ranging from simple parallel lines to dots



THE TRADE-MARKS ARE SUBORDINATED IN THIS ILLUSTRATION BY USING A GRAY EFFECT

and also to "fuzzy" patterns.

On the other hand, a drawing can be made in the ordinary manner, mostly in outline, and a Ben Day gray introduced, as always. The range of patterns is wide, and this year has seen the launching of an important new selection, some of them quite unique and decorative.

If a newspaper halftone is to contain areas in lighter tint, back-

Aug. 23, 1928

grounds or specified parts of the subject can be ruled in white, which gives a sort of phantom technique at once unusual and printable in quantity.

Use is being made today of newer tint papers, a pattern being printed in black on their chalk or plain surfaces. The artist makes his drawing on this patterned paper, painting or scratching out his whites. Some surprisingly attractive results are secured in this manner.

In the dry brush field, drawings are made with black water color paint, on a drawing board with a rough, raised surface, which in itself is a pattern when a grease crayon is drawn across its surface. Thus the artist produces his own gray tints, his original never much larger, however, than it is to be reproduced.

Then again, it is quite easy to designate those portions of an illustration which are to be in gray, and the engraver, by making a combination line and halftone plate, can give you almost any tone, by the use of his halftone screen. That it must be a coarse screen is obvious, for the finer dots are quite likely to fill in and give a mottled appearance.

The need for these grays are frequent and often play a highly significant part in the basic idea of an entire series. The United Electric Light and Power Company, in order to visualize a feature of a new electric iron, devised a "Built-In Watchman," and this thought was made a symbol. A life-like representation of a uniformed watchman was injected into each composition, and he was in shadowy, phantom grays.

The artist drew his figures in the most delicate of pen lines, and painted in certain areas in blue, which does not photograph, but which serves as a guide for the engraver, who uses either Ben Day or a halftone screen.

Gray backgrounds are exceedingly serviceable in many illustrations because they provide contrast which is not too vivid, and intensify blacks and whites. The gray tone area is a compromise,

in some instances, with halftone plates, and is popular where a campaign is to run in a large list of newspapers. It prints, due very largely to the fact that the body of the illustration is in pen and ink, and these grays are not run across the entire area of the picture.



The famous Supreme Thermometer is a prominent trademark, both from the Washington Iron Co., and from the New York Iron Co.

Iron and steel products are offered at prices from \$7.75 to \$100.00 per ton, and from \$1.00 to \$10.00 per cubic foot.

For further information, address the United Electric Light and Power Co., 125 Broad St., New York City.

With these and Standard *125 Broad St., New York City.*

GRAY TONE AREAS ARE POPULAR FOR NEWSPAPER USE BECAUSE THEY OFTEN PRINT BETTER THAN SOLID BLACK

Now that so many newspapers refuse to accept illustrations which contain masses of solid black, the gray tones solve the problem. Character and technical quality is present, always, and a finish which would otherwise be impossible.

So adept both artist and engraver have become in the skilled manipulation and distribution of many different styles of Ben Day tint, of varying strengths, that the effect of a halftone is secured without the use of a halftone screen at all.

There has recently appeared, in this regard, a series of illustrations for a patented mirror-and-light device to facilitate shaving on dark days and in gloomy rooms. But the comparison of the



Worcester, prosperous, responsive city of varied industries whose citizens have per capita savings deposits $3\frac{1}{2}$ times the average of the country, is the second largest market in the wealthy State of Massachusetts.

City population	204,560
Suburban population	206,429
City and suburban population . .	410,989

The Telegram-Gazette Dominates

in influence, circulation and advertising in this highly prosperous community where it regularly

reaches 93.5% of the city population and reaches 73.8% of the suburban population.

Circulation in the city	57,137
Circulation in 18 mile radius	90,742
Circulation in 25 mile radius	97,512
Total Circulation	100,251

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

old with the new made necessary pictures seldom more than two inches wide, in two-column display space. Halftones would not have printed well, especially from electrotypes.

The drawings were made from photographs over silver-prints, in sheer, firm outline, a few blacks



THE FIGURE IN THE BACKGROUND DOES NOT DETRACT FROM THE MAIN FIGURE WHILE ILLUSTRATING A POWERFUL ARGUMENT

introduced here and there, guardedly. In one companion illustration, three patterns of Ben Day covered up the entire area of the illustration, where it was required that an effect of gloom be intensified. In the other, the face of the man shaving and a portion of the mirror were open white, surrounded by much lighter Ben Days. These small cuts printed admirably and only a professional could have detected that they were not halftones from a photograph or from an original wash illustration.

There is a definite, clean-cut, sharp, crispness to illustrations in

this category which lifts them out of the ordinary and often causes them to be far more distinctive than a halftone which is made up of innumerable delicate gradations of light and shade. And they "print well" under even the most adverse newspaper conditions.

Through the use of a wide selection of mediums, the advertiser in newspapers is enabled to secure effects which were formerly reserved for coated stock. Prior to this, grays were a dubious expedient.

In the periodical field, the advertiser's use of phantom grays has become an important illustrative feature. It is now acknowledged that the blackest picture is not necessarily the most vigorous or compelling.

Campaign after campaign turns to gray effects for serialized individuality. To mention a conspicuous example of this, attention is called to the two-column magazine effort for Firestone footwear for young boys. Symbols of the fleetfooted are made to loom in large size, directly to the rear of athletic figures of boys, in action, and these phantoms are in tones of gray. They do not detract from the main figure, while illustrating a powerful argument.

Such results are in no sense difficult to arrive at. In the Firestone series, the artist made complete drawings as he went along, and it was only necessary for the engraver to "follow copy." It is best to use two mediums for the best plates. Thus, the foreground figure might be in clear water color wash, while the background symbol is in tempera grays, which, in the engraving process, seem to work out more satisfactorily than clear wash in gray.

There are to be had tubes or pots of these grays in at least ten tones, and they flow from the brush evenly. Plates of this character require very careful engraving. Otherwise there will be "edges," marring defects. Whites must be cut out on the plate.

The true value of gray tones and phantom techniques is illustrated in the case of secondary-accessory pictures



MEMORIAL HALL, DAYTON, OHIO

3 Afternoons—2 Evenings

October 9th—10th—11th

All lectures and demonstrations will be under the personal direction of Sherwood P. Snyder, nationally known Dietitian and Lecturer on Food Products and their relation to Better Health.

Food Manufacturers will find this institute most advantageous as the topics of the five sessions will attract housewives who are eager to obtain intimate knowledge on culinary arts. The lectures, demonstrations and display booths will compel unusual attention. Booth space will be provided without cost to all participating firms.

Complete details may be obtained direct from the

DAYTON DAILY NEWS

National Advertising Department

or

New York—I. A. KLEIN—Chicago

Aug. 23, 1928

which should be subdued, held back, and not permitted to detract from a vastly more important subject.

If the combination picture were of one value throughout, the contrast could not be provided. The artist knows full well that starting with a flat area of gray, his other values take on a far greater meaning. Blacks seem more so and whites gain immeasurably. It makes a splendid background for the poster type of picture.

Many grades of gray drawing paper and board are available for this purpose, with surfaces specifically designed for such illustrations. The artist, however, has learned to be cautious. Not "just any old piece of gray board" will do. Some gray papers have invisible tints of red or brown, and because of the presence of these colors, they photograph much darker than you would be led to expect. The original drawing is all right; the camera brings out the danger elements once copy goes to the engraver. Some artists refuse to use gray papers due to these whimsical vagaries of reproduction, and insist upon laying in their own flat gray backgrounds in tempera.

In the magazine field, there are countless methods; some of the successful ones are here described. A main illustration can be made in full strength wash, while a background effect is handled in crayon or pencil. This latter part of the picture is reproduced by the highlight process, which supplies the all-over gray atmosphere. The same thing can be done in the case of photographic copy.

Some of the most artistic grayed effects are obtained through this combining of two or more art mediums. It is quite easy to bring some one part of a photographic picture out vividly, while the remainder is faint. The engraver, double-etching the latter portion, accomplishes it, or the artist can blow a transparent film of white over such sections as are to be of secondary importance, visually.

There is always available the

halftone screen, as opposed to blowing in an over-all background. Thus a pen-and-ink illustration can be sent to the engraver with instructions to reproduce it by the halftone process, which means that a delicate tone of gray will "hold the pen work together," setting it off and often adding much to the artistic character of the technique.

HOW PHOTOGRAPHERS DO IT

The photographer has found ways and means to produce, in his actual negative, these gray areas coupled with the full strength detail. One veteran does it by lowering a very open curtain of net between unimportant accessories and the camera. The featured object is in the foreground, with lights played upon it.

Suppose, as in a magazine page for Champion spark plugs, it was desired to superimpose the product against thirty or forty reproductions of well-known trade-marks of cars using the article. And the trade-marks were to be in delicate, contrasting gray. To paint all these insignias in, in the gray, would be an endless task for any artist. And it would be expensive. It is only necessary to take black and white reproductions of the marks, mount the photograph of the plug in the proper position and then tell the engraver to etch these trade-marks in such a manner as to cut their color strength by half. It is a mechanical process, simple enough in this age of engraving resourcefulness.

Flat masses of gray are very valuable in holding space together and in providing a physical suggestion of composition solidity. True, such grays must be delicate, if type is to be superimposed over them, and this type should be sizable, but certain it is that single columns in magazines or quarter pages "hold their own" in a surer way when the all-over tint scheme is resorted to. An advertisement may be set, and its illustration incorporated, and from the proof, one complete halftone plate is made.

How the Trade Commission Helps Legitimate Business

If Business Men in General Knew How the Commission Functions, It Would Probably Be Flooded with Complaints

EVERY week or so, PRINTERS' INK receives a letter from an executive subscriber complaining about what he contends is the unfair competition practiced by a business rival. As a rule, these complaints represent exactly the sort of trade rivalry which the Federal Trade Commission was organized to suppress. Yet, despite the wide publicity given to the innumerable actions taken by the Commission against violators of the spirit and letter of commercial law, most of those who send PRINTERS' INK these complaints—and undoubtedly a great many more business men who keep their grievances to themselves—appear to be totally unacquainted with the redress which they may obtain at the offices of the Federal Trade Commission.

It is for this very reason that a "cease and desist" order recently issued by the Commission is of more than usual interest. This order deals with a practice, labelled by the Commission as unfair, which represents exactly the annoying type of competition that so many legitimate manufacturers must face and which they seem to feel cannot be stopped without going to considerable time, trouble and expense.

The case referred to involves an order to the Light House Rug Company, Inc., of Chicago, to discontinue use of the term "light house" as a corporate or trade name. The reason for this order, according to the Commission, is that "Use of the term 'light house' implied that the company's products were the handiwork of blind people, when, in fact, only a part of them were made by blind persons. The remainder were manufactured on power looms in the company's factory and were of the same sizes and designs as those made by the blind. Then the combined output was sold as the work

of blind craftsmen, the company thereby taking advantage of the public's sympathy for blind persons and its desire to help them."

It appears from the Commission's "cease and desist" order that The Chicago Lighthouse, a trade school for training blind people, sought a market for its rugs so that its blind rug weavers could have steady employment. Accordingly, it arranged with one Morris Kline, of Chicago, to sell the institution's entire output of rugs. A company was organized and incorporated under the name Light House Rug Company, Inc. This company, the Commission further states, began operations in a factory not connected with The Chicago Lighthouse, and installed power looms manipulated by sighted persons to supplement the production of hand-woven rugs made by blind persons at The Chicago Lighthouse. The rugs made on the factory looms were exactly similar to those made by hand by the blind at The Chicago Lighthouse. "Only experts could tell the two products apart," said the Commission. "Both were sold by the company through the same channels and at the same prices for the same sizes. Salesmen did not attempt to distinguish between those made by the blind and those woven on power looms.

"Blind weavers from The Chicago Lighthouse demonstrated the weaving on hand looms installed in show windows of rug stores in various cities in which both the hand loom product and the power loom product were sold. Then the company extended its sales operations to other States and did house-to-house selling. In 1927, the company sold approximately 82,000 rugs of which less than one-third was produced by labor of blind persons."

In view of these conditions, as well as other charges contained in

Aug. 23, 1928

the Commission's order, the company's practices were found to cause confusion among purchasers of its products, made it difficult for blind rug weavers to find a market for their wares, and were held to be unfair, not only to institutions producing rugs by the labor of blind people, but also to manufacturers selling their products on merit, rather than on a basis of sympathy for the blind. All of these practices are condemned by the Commission and the company ordered to "cease and desist."

A VALUABLE WORK

Now while PRINTERS' INK does not know how the complaint originated, which resulted in this order of the Commission, it is probably safe to assume that a rug manufacturer, or an institution for the blind, laid the grievance before the Commission. How the aid of the Commission is invoked in this manner has been explained in several PRINTERS' INK articles, the dates of which are available on request. There is no doubt that the Commission is doing a tremendously valuable work and manufacturers who are experiencing difficulty in keeping out of the red due to competition which is just on the border line between the legitimate and the illegitimate are likely to find that a properly entered complaint may be the means of placing operations on a fairer, and more profitable, basis.

Chicago Financial Advertisers Hold Golf Tournament

First honors in the summer golf tournament of the Chicago Financial Advertisers were carried off by Charles J. Eastman, of Taylor, Ewart & Company. Preston E. Reed, executive secretary of the Financial Advertisers' Association, followed him for second place, while John M. Easton, of the Northern Trust Company, came in third. John F. Donlon, Western representative of Edwin Bird Wilson, Inc., acted as host and also turned in the lowest non-member score for the day.

Appoints Grand Rapids Agency

The Challenge Refrigerator Company, Grand Haven, Mich., has placed its advertising account with John L. Wierengo & Staff, Inc., Grand Rapids, Mich., advertising agency.

One-Cent Precanceled Stamped Envelopes Now Available

Precanceled one-cent stamped envelopes have been provided by the Post-Office Department for the use of mailers to whom have been issued permits to dispatch bulk matter of the third class as provided in section 435½, Postal Laws and Regulations. Precanceled envelopes will be furnished in lots of 500 envelopes of a given variety, with printed return cards, or unprinted when the purchasers desire to have return cards of a special design printed there-on by local printers, or for mailing without the return address of the sender. Orders for precanceled one-cent stamped envelopes should be presented to the local postmaster.

Life Insurance Sales for Seven Months Gain

For the first seven months of this year, sales of new ordinary life insurance amounted to \$4,896,136,000, against \$4,728,732,000, during the corresponding period of last year, a gain of 3.5 per cent, according to the Association of Life Insurance Presidents of the United States. These figures are based on the records of forty-four members having 82 per cent of the total life insurance in all United States reserve companies and are exclusive of revivals, increases and dividend additions.

For July new ordinary life insurance amounted to \$655,131,000, against \$638,866,000 in July, 1927, a gain of 2.5 per cent.

A Doer of Good

THE STATEN ISLAND
CHAMBER OF COMMERCE
NEW YORK

Editor of PRINTERS' INK:

Congratulations on your fortieth anniversary and permit me to say that if every publication in the United States had accomplished the same amount of good that PRINTERS' INK has, our Better Business Bureaus would be doing less business.

Here's for forty years more of success!

C. EDWIN BRADT,
Advertising Manager.

Appoints John B. Geraghty

John B. Geraghty, who has started an advertising business under his own name at Philadelphia, has been appointed to direct a campaign for McWilliams and Meloney, real estate firm. Daily and weekly newspapers in Pennsylvania are being used for this account.

The Hurley-Steube Printing Company, Racine, Wis., which has been in business a number of years, has been incorporated by R. M. Hurley, W. J. Steube and Fred Ahlgren.

THE CHRISTIAN SCIENCE MONITOR

welcomes
*the following new members to
its Advertising Department*

JOHANNES MAROWSKI
ADVERTISING MANAGER FOR GERMANY
11, Unter den Linden, Berlin, Germany

WILLIAM T. MILLER
IN CHARGE OF RADIO AND SPORTING GOODS ADVERTISING
107 Falmouth Street, Boston, Massachusetts

M. ALVAH BLANCHARD
HOTEL, RESORT AND TRAVEL ADVERTISING, NEW YORK OFFICE
270 Madison Avenue, New York City

CHARLES M. FOWLER
REPRESENTATIVE, CHICAGO OFFICE
1058 McCormick Building, Chicago, Illinois

THE CHRISTIAN SCIENCE MONITOR

AN INTERNATIONAL DAILY NEWSPAPER
Published by The Christian Science Publishing Society
107 Falmouth Street, Boston, Massachusetts

Bussmann Stands Shoulder-to-Shoulder with Distributors

The Company Plays Up Its Distributors in All Direct-Mail Work

By P. W. Plattenburg

Assistant to Vice-President, Bussmann Mfg. Co.

IN the opening chapter of our General Manual, the first thing that is handed to the new Buss sales representative in his training course, appear these words: "Our policy broadly includes the following:

"Paragraph F—That what we promise to do, *will be done.*"

One of our promises, to a full-line distributor, is that we will do everything that we reasonably can to promote the sale of Buss products within the trade territory of that distributor.

On the other hand, when an electrical distributor signs up with us, he agrees "to sell the product of the Bussmann Manufacturing Company in preference to all others." Briefly put, there is a definite understanding, at the very outset, that co-operative sales effort is a vital part of the relationship that includes the distributor and his salesmen, this company and our salesmen.

There is nothing particularly new about that kind of an arrangement. Hundreds of manufacturers have been writing that sort of a contract for years. The main difference, as we see it, is that comparatively few have fully recognized the fact that upon them mainly rests the responsibility that the contract is entirely fulfilled, and that the relationship becomes as profitable a one as can be developed.

It's one thing to agree, but it's quite another thing to do. And it's still quite another thing to do promptly, continuously, consistently and thoroughly. But when we do all those things, as we promised the distributor we would do, we find that he keeps in step and his men are disposed to do likewise.

Among the things that we promise is sales promotion in the form of printed sales literature and

letters. In our line, direct-by-mail lends itself especially well to the many purposes to which we put it. It gives us so many opportunities to "ring in" the name of the distributor and—many times of even greater value—the name of his salesmen. In all letters, wherever at all practicable, in answer to inquiries, we include the name and address of the distributor, mentioning his name in the letter as frequently as we can do so with propriety.

When circularizing the distributor's trade, which generally takes the form of a series of letters, booklets, etc., we invariably write into the body of the letters the name of the distributor. In some cases we go pretty strong. For example here is the way one shaped up:

BUSSMANN MFG. CO.
ST. LOUIS

Gentlemen:—

Seeing is believing. Here is a sample of a BUSS Ferrule Contact Renewable Fuse.

H. C. Roberts Electric Supply Company, Inc., felt that if you were sent a physical sample of the product that your opinion would be like that of thousands of others of our user-friends.

Look it over carefully. Then turn this page over. Compare the explanations with the sample. Incidentally that sample now in your hands is a "stock fuse." It is like all others that are now in H. C. Roberts Electric Supply Company, Inc., warehouse.

Surely it is evident that BUSS Renewable Fuses are exactly gaited to your needs. H. C. Roberts Electric Supply Company, Inc., is anxious to give all of your orders the kind of service that will appeal to you.

Let's get together. You need and ought to have BUSS Fuses. H. C. Roberts Electric Supply Company, Inc., have in stock just what you need and want.

Just write, 'phone or telegraph today
—NOW.

Yours very truly,
P. W. PLATTENBURG,
Asst. to Vice Pres.

Note the Roberts company is mentioned four times. Of course,

Our Clients
without exception
are doing more advertising
in 1928 than ever before

BARRETT SMITH COMPANY
A D V E R T I S I N G
80 Federal Street, Boston

Aug. 23, 1928



SCRIPPS-HOWARD

The New York Telegram
**continues to show a steady
increase in circulation,
but — of more importance
to the advertiser — these
gains are being made in
the districts of New York
where circulation rep-
resents far better than
average purchasing power.**

The
NEW YORK TELEGRAM
A Scripps-Howard Newspaper

in many letters that could not be done. But we believe that the name repetition idea works to the advantage of both our distributor and ourselves. The distributor benefits by our efforts to direct business toward him, rather than toward us; we benefit by whatever added prestige may come through associating the name of our company with that of the distributor. Of course, there are other advantages also.

ALL LITERATURE IMPRINTED WITH DISTRIBUTOR'S NAME

Then, so that absolutely all doubt may be dispelled, and none may fail to know the name of our distributor, practically all literature is imprinted with his name, address and at times additional wording. And to top it all off, just for good measure, a return card is generally enclosed, which is also addressed to the distributor.

You'll remember we said "What we promise to do, *will be done*." We agreed that we would energetically go after business with a view toward steering it into the doorway of our distributor. If he is to be our distributor, we want every customer and prospect in his bailiwick to know him as such. We want them to know where to go when in the market for goods of our manufacture. We want them to be familiar with the fact that they don't have to write to the factory and lose several days time in getting goods or information that they can get more conveniently and more quickly from an electrical supply house located right at their door.

To further this idea, we furnish the distributor's salesman with advance cards, imprinted with his own name, and supply these cards applying specifically to several different lines. If his house is particularly pushing Buss renewable fuses, there are special cards for both types; a special card for Clear Window Plug Fuse, a special card for Buss Lights, etc.

In addition, we furnish the distributor's salesman with handy, pocket-size sample cases, pocket-size pieces of literature, imprinted; discount and data sheets that are in

effect boiled-down sales manuals. In short, when we take him on for a partner of our own representative, we are willing to do for him anything that we will do for our own man when it comes to fitting him out with the tools he needs to help him get the business or make his lot an easier one.

Getting back to the letter idea, there is another angle to the matter. If we are to use the distributor's name so freely, the situation demands that our letters and literature be high class in appearance, sane and sensible in content, and otherwise in harmony with the ideas and ideals of our distributor. We recognize fully that responsibility and try in every way to meet it. Much time and attention are given to the most minute of details. We are particular to see that good stationery is used, and that stenographic and processed work is neat and clean cut. Utmost care is used to see that every piece of direct-mail material is such that the distributor will be proud of it and regard us as worthy of his support and co-operation.

When we select a full-line distributor, we choose one that we can point to with pride. We want him to feel the same way toward us. We believe that he will if we do the things we promised to do. One of them was to make known to the buyers why they should buy Buss products, where they can get these products and the right kind of service. Therefore we tell them, by word of mouth and by letter—occasionally as often as four times in one letter.

Seattle Bank Appoints Strang & Prosser

The newly-organized Pacific National Bank of Seattle, Wash., has appointed the Strang & Prosser Advertising Agency, of that city to conduct an advertising campaign. Newspapers will be used.

Fuel Oil Account to Cutajar & Provost

The Sylvestre Oil Company, Inc., New York, has appointed Cutajar & Provost, Inc., New York advertising agency, to direct the advertising of Sylvestre fuel oil. Radio and newspaper advertising will be used.

"Blushing, I Burst into Tears When John Handed Me the Soup-Spoon"

(Continued from page 6)

off the toothpaste tube he can get some satisfaction out of it:

Husband—"For cat's sake, Jane, can't you ever put the cap on this toothpaste? It's oozed all over everything, hang it!"

Wife—"Oh, be still about that toothpaste! You've got toothpaste on the brain. Can't you talk about anything else? I did put the cap on. You used it last."

Husband—"I did not!"

Wife—"You certainly did!"

Husband—"I certainly did not!"

There's some satisfaction in that sort of good American talk. It gets you somewhere. It sounds like two human beings. But just suppose the Adlanders get us all to talking Adlandish, and John goes into the bathroom in his pajamas and finds the cap off the toothpaste. He gives the toothpaste tube a sour look and opens the bathroom door:

Husband—"Jane, I observe that the patented metal cap has been left off the tube of Oleander Toothpaste and that a modicum of the unequalled dentifrice has gone to waste on the marble surface of our Nonsuch Self-purifying Washstand. It is to be regretted that a dentifrice recommended by a majority of the most eminent dentists of America and used by a large proportion of the rightly popular cinematograph actresses should thus waste itself, particularly when the said toothpaste is known throughout the world as a cure for pyorrhea or, as it is sometimes spelled pyorrhcea."

Wife—"And also, John, as a general mouth-antiseptic and germicide, as I need hardly remind you."

Husband—"In that respect being an epochal advancement, Jane, and in fact a demonstration of the amazingly modern efficiencies of the chemical research department of the Oleander Soap Company, which has raised home sanitation standards and additionally protected the precious health of those in the home, eh, what?"

Wife—"Right-o, husband—but let us not forget the production department of the Oleander Soap Company, which has furnished a larger tube at the same price."

Husband (beginning to weep)—"Oh, Jane, we have so much to thank the Oleander Soap Company for."

Wife (weeping on the front of his Serene-Sleeper pajama coat)—"Boo hoo! And J-J-John, I can tell you now—now that I am assured by our thorough test of Oleander Toothpaste that his dear little teeth will never accumulate a yellow film, disintegrate through germ attacks, or be attacked by the insidious pyorrhea bugs—that soon we are to be blessed by the birth of a dear little Oleander Toothpaste user of our own."

Husband (joyously)—"Hurrah, I say. Hurrah, hurrah, hurrah!"

You can't get any fight out of Adlandish talk. I don't know what you can get out of it. Unless it is a laugh.

Lee J. Eastman Elected Vice-President by Packard

Lee J. Eastman, president and general manager of the Packard Motor Car Company of New York, largest distributor of Packard cars, has been elected a vice-president of the parent manufacturing company at Detroit. This is the first time that a distributor has been made an executive of the manufacturing company. Mr. Eastman, who will continue as the head of the local company, has been associated with Packard since 1915 when he became assistant general manager of the distributing organization at Philadelphia.

Dr. H. H. Hills, vice-president in charge of sales of the Packard Motor Car Company, Detroit, has resigned, effective when a successor has been appointed. He has been with the Packard company for 19 years, and formerly was assistant sales manager of the Buick Motor Company.

New Account for Touzalin Agency

The Burdick Corporation, Milton, Wis., has appointed the Charles H. Touzalin Agency, Chicago, to direct the advertising for its new product, the Burdick Body Culturor.

H. J. Lang Joins John S. King Agency

H. J. Lang, formerly with the Chicago office of the J. Walter Thompson Company, has joined the copy staff of The John S. King Company Inc., Cleveland advertising agency.

The Most Exciting Fall in a Decade

NOT since the great days of 1918, with their news of victory and the armistice, have the American people seen an autumn to compare for interest and excitement with the months that lie just ahead.

We are in the midst of a campaign in which the candidates are strong and definite personalities, in which the issues are complex and varied, in which, it is generally agreed, the party lines will be violently broken and the voting governed largely by individual opinions, passions and prejudices. Beyond all, this campaign may portend great and significant changes in our political history.

It is being freely predicted that

this election will bring out the largest vote ever polled.

It is assured that *The Literary Digest* will have the largest circulation in its long career.

This is not mere coincidence. Digest circulation always rises on the tide of public excitement. For inevitably great numbers of alert, intelligent people turn to it for the sort of service which the late Chauncey M. Depew well characterized—"collating, sifting, condensing, and presenting to me all the important events and discussions with which I needed to be familiar."

During the next few months, more than ever, you will need *The Digest*.

The Literary Digest

*Average guaranteed for the year 1928—A. B. C. Audit—
1,400,000 copies per week*

*[Plan now for your use of the advertising columns of
The Digest this autumn. Under the stimulus of political
events the reader interest as well as the circulation will
increase, and the advertiser will benefit accordingly.]*

Advertising Offices:

NEW YORK · BOSTON · CLEVELAND · DETROIT · CHICAGO

Tire Makers Guarantee Tires "For Life of Tires"

Rubber Institute, Comprising Forty-six Tire Manufacturers Producing 95 Per Cent of Tires Made in United States, Launches Advertising Campaign on Unlimited Guarantee

A FUND of \$415,000 has been appropriated by the tire manufacturers of the Rubber Institute for an advertising campaign to inform the tire-buying public of the United States of a revised guarantee on tires which the tire manufacturers have just promulgated.

The Rubber Institute is a recently formed body of rubber products manufacturers which has been organized to promote better conditions in the industry, eliminate trade abuses, foster wholesome competition and work for sound economic business customs and practices. General Lincoln C. Andrews is director-general. Forty-six tire manufacturers, who produce 95 per cent of the tires made in America, are members.

The advertising campaign will consist of pages and half pages of space in newspapers, a series of pages in a national weekly, pages in national and sectional farm periodicals, and two-page spreads in a list of rubber and automotive trade publications. Four hundred and forty newspapers are to be used in 410 cities. The first page advertisement ran on August 16, followed by two more insertions at intervals of one week. The insertions in the national weekly will appear in issues of September 15 and 29, and October 20, as a follow-up to the newspaper campaign. Insertions in the farm periodicals and trade publications will be staggered during the months of September, October, November and December.

Supplementing the periodical campaign, direct mail and dealers' helps include proofs of the advertisements, enlargements of the newspaper advertisements and hangers of the revised tire guarantee for store and window display. The first mailing went out during the week of August 16 to 125,000 tire dealers in the United

States, comprising the hanger and an enlargement of the first newspaper advertisement. A second mailing, which followed the first immediately, contained enlarged proofs of the second and third newspaper advertisements and a letter, signed by General Andrews, inviting dealers to post these proofs in their windows. Extra copies of proofs and hangers are being sent to tire manufacturers for additional distribution.

The purpose of the campaign is to help retail dealers increase their sales of tires to the tire-buying public and to afford these retail representatives of the tire manufacturers who are authorizing this campaign through the Rubber Institute immediate relief from the competition of the mail-order houses and other retail dealers who are offering definite mileage guarantees on tires.

The new "perpetual warranty" of the Rubber Institute reads:

Every pneumatic tire of our manufacture bearing our name and serial number is warranted by us against defects in material and workmanship during the life of the tire to the extent that if any tire fails because of such defect, we will either repair the tire or make a reasonable allowance on the purchase of a new tire.

The first newspaper advertisement, a full page, features this warranty at the top of the layout. Immediately under it is a signed statement, in facsimile, by General Andrews, director-general of the Institute, printed in very bold type and reading as follows: "The manufacturers listed below, who produce over 95 per cent of the tires made in America, guarantee tires bearing their names and serial numbers against defects for the entire life of the tires." The names of forty-six tire manufacturers are printed in small type at the bottom of the layout.

The rest of the copy describes

While Two-thirds of Them Lose— We Gain

A GREATER lineage gain than any other paper,
save two, in the whole United States.

That is a record of which the Akron Beacon Journal is proud.

During the first six months of 1928, the Akron Beacon Journal carried 8,973,916 lines of advertising, a gain of 677,774 lines over the similar period in 1927.

Only two newspapers of the 155 listed in the New York Evening Post group of principal cities showed a greater gain, while two-thirds of them showed losses. That you, who are advertisers, appreciate the wealth and prosperity of the Akron Market, exceptional in 1928, is proven by these figures.

That you, who are advertisers, realize the supreme fitness of the Beacon Journal to carry any message to the Akron Market, is also proven by these figures.

AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

STORY, BROOKS & FINLEY, Representatives
New York Philadelphia
Chicago San Francisco Los Angeles

AMONG the Pacific Coast advertisers *whose accounts we handle . . .*

J. A. Folger & Company—*Coffee*
Jantzen Knitting Mills—*Swimming Suits*
Fitite Colonial Shake Co.—*Cedar Shakes*
Jantzen (Australia) Ltd.—*Swimming Suits*
Snyder Bros. Knitting Mills—*Knitted Garments*
Pacific Power & Light Company—*Public Utility*
Electro-Kold Corporation—*Electric Refrigerators*
Oregon City Woolen Mills—*Jacobs Oregon City Woolens*
Jantzen Knitting Mills of Canada, Ltd.—*Swimming Suits*
Boeing Airplane Company—*Airplanes and Air Transportation*
Jantzen Swimming Association of America—*Clean Water Pools*
Pacific Coast and American Biscuit Companies—*Snow Flake Sodas*
Crescent Manufacturing Company—*Mapleine, Baking Powder, Coffee*
West Coast Lumber Trade Extension Bureau—*Douglas Fir, West Coast Woods*
Puget Sounders & British Columbians, Associated—*Tourist Advertising*
Western Door Manufacturers Association—*Douglas Fir Doors*
McCormick Steamship Company—*Passenger and Freight Service*
Tillamook County Creamery Association—*Tillamook Cheese*
Red Rock Creamery Company—*Red Rock (cottage) Cheese*
Marion R. Gray Company—*Grayco Shirts and Cravats*
Hardeman Hat Manufacturing Co.—*Hardeman Hats*
The Wheeler, Osgood Company—*Laminex Doors*
Chas. R. McCormick Lumber Company—*Lumber*
Skagit Steel & Iron Works—*Logging Equipment*
West-Made Desk Co.—*West Made Desks*
Buckingham & Hecht—*Buckbee Boots*
Knight Packing Company—*Catsup*
Pacific Bancorporation —*Banking*

BOTSFORD-CONSTANTINE COMPANY *Advertising*

PORLAND • SAN FRANCISCO • SEATTLE

Member American Association of Advertising Agencies
and National Outdoor Advertising Bureau

the reasons for the revised warranty and why the tire manufacturers represented in the Institute feel called upon to promulgate it. It briefly reviews the history of definite mileage guarantees in the tire industry, their "misuse" by manufacturers under the spur of competition, their "abuse" by unscrupulous drivers, followed by the abandonment of all definite mileage guarantees by standard tire companies, and, finally, why the warranty now adopted is "the broadest standard tire guarantee in the history of the industry." All advertisements in the series are full text without illustration.

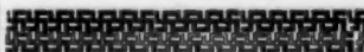
Copy in the national weekly is identical with the newspaper copy except for some special mention of the Institute and its purposes. The same kind of copy will be used in farm periodicals, with minor variations. In the tire trade publications, the revised warranty will be reproduced on one page and one of the newspaper advertisements on the other. Text will inform the dealer that copies of both pieces are being mailed to him.

The cost of the campaign will be assessed proportionately to the forty-six manufacturers in the Rubber Institute on the basis of domestic dollar sales for the calendar year 1927.

An authorized statement by General Andrews contains the following paragraph:

"The reputable manufacturer always stands behind his quality product, to make good any article in which a defect may have developed due to faulty material or workmanship. The purpose of this warranty is to provide for the handling of all claims on a basis of adjustment which will be fair to all consumers. Adjustments will be restricted to defective tires only, and replacements will be based on reasonable expectancy and without any limitations regarding time or mileage. This is a better protection to the individual user than any definite mileage guarantee that can be written."

This action on the part of the



**"If you want
the cream of
British business
at home and
abroad, you
must ask for it
in
'Punch'"**

**Other papers
have some of
the best buyers
in the Empire
for readers. But
PUNCH has all
of them."**

THOMAS RUSSELL.

MARION JEAN LYON
Advertisement Manager, "PUNCH"
2, FLEET STREET,
LONDON, E.C. 4, ENG.



Good Copy

Good copy can help sell fine merchandise.

But, more important, it can at the same time convince the buyer of the good faith of the house.

And this is far more valuable than any single bill of sale can ever be.

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 MADISON AVE.
NEW YORK CITY**

tire manufacturers in the Rubber Institute is interesting to all manufacturers who publish guarantees in connection with their merchandise. The "mileage guarantee" on tires has always been interesting, not only to manufacturers but to the public generally. It practically disappeared from public view when the Tire Manufacturers Division of the Rubber Association announced, on January 1, 1922, its famous ninety-day standard warranty and launched an educational advertising campaign to teach automobile owners not only the meaning and advantages of the new "standard warranty" but also how to care for their tires in order to get the maximum of service out of them. It is not exact to say, probably, that definite mileage guarantees entirely disappeared. It is more exact to say that the practice of advertising them smoldered, breaking out now and then in various places, like the mail-order field and among local merchants who feature "sales" and cut prices. But so far as the merchandising practice among the leading makers of advertised tires sold through dealers is concerned, the mileage guarantee disappeared on or about January 1, 1922.

The statement, made a few paragraphs back, that one of the purposes of the advertising campaign of the Rubber Institute is to afford retail dealers relief from the competition of the mail-order houses and other retail merchants who are offering mileage guarantees on tires, finds substantiation in the fall and winter, 1928-29, edition of Sears, Roebuck & Co.'s Philadelphia catalog. This catalog states, on page 536, that the "Allstate" tires, formerly guaranteed for 12,000 miles, are now guaranteed for 15,000 miles. The guarantee reads: "We guarantee Allstate Tires against defects in workmanship or materials on a mileage basis of 15,000 miles." On page 538, the guarantee on Dearborn balloons and cords, formerly guaranteed for 8,000 miles, are now guaranteed for 10,000 miles, in a guarantee



*The kind of distribution
that makes advertising
most productive. . . .*

SOLD entirely upon its merits as a newspaper welcomed into the homes of people of average and better-than-average purchasing power, THE SYRACUSE (N.Y.) POST-STANDARD delivered an average of 59,788 net paid copies each of the 365 days of 1927—the most productive market contact with homes of buying power available in Central New York!

Cleanly edited, legibly printed, compactly arranged, crisply folded and promptly and carefully delivered—this newspaper has developed the confidence of Central New York families in increasing numbers down through a century of conscientious newspaper effort! It will take the message of your product to the homes where you would have it go!

Study the local prestige enjoyed by this newspaper before advertising to the rich Central New York Market!

THE POST-STANDARD

DAILY

SYRACUSE, N. Y.

SUNDAY



Represented by
PAUL BLOCK, INC.

Aug. 23, 1928

1,900,000 Calls
for
\$2,400.00

on a responsive audience with better than average incomes.

An ideal testing ground of proven merit which combines a consumer audience with the larger buying power of prosperous institutions.

Extension Magazine

ROBERT P. O'BRIEN
Advertising Director
180 North Wabash Avenue
Chicago, Ill.

WILLIAMSON & BRADBURN
Eastern Representatives
171 Madison Avenue
New York City

reading as follows: "We guarantee every Dearborn SR Tire against any defect in workmanship or material on a mileage basis of 10,000 miles." On page 535 the guarantee on Super Allstate tires reads as follows:

We guarantee Super Allstate Tires for 25,000 miles of continuous service under any and all conditions. You alone are the judge. If for any reason whatever you are not satisfied with any Super Allstate Tires, we will repair or replace them within a period of three years from date of purchase on the basis of 25,000 miles service.

On the same page, in connection with a "New Super Allstate Tube," is the guarantee, "We guarantee this new, mighty, strong Super Allstate Tube for 5 years."

From these guarantees of Sears, Roebuck and Co. and the present action of the Rubber Institute in promulgating its new "perpetual warranty," it is evident that there is some new interesting history to be written on the subject of the guarantee in the tire field.

Maytag Reports Sales and Profit for Second Quarter

The Maytag Company, Newton, Iowa, Maytag washing machines, reports net sales for the three months ending June 30, 1928, of \$6,312,427, against \$7,191,966, for the corresponding period of last year. Net profit for the quarter ended June 30, amounted to \$1,445,404, against \$1,735,511.

Net sales for the first six months of this year amounted to \$11,128,292, against \$13,228,409, for the first half of last year. Net profit for the first six months of this year amounted to \$2,549,087, against \$3,226,257, for the corresponding period of last year. Balance sheet for June 30, shows assets credited to patents, good-will and trade-marks written down from \$175,001 to \$1.

Transferred to Seattle Office of Carl W. Art

Miss Betty Scottlin is now with the Carl W. Art Advertising Agency at Seattle, having been transferred from the Spokane office of this agency. The Spokane office has been discontinued.

"Wisconsin News" Appoints Peter Hamilton

Peter Hamilton has been appointed advertising director of the Milwaukee *Wisconsin News*. He formerly was with the Oklahoma City *Oklahoma News*.

YES

for 1929—an increase of 300,000 over
1928

The Ralsten Color Inserts in
the Standard Farm Field will
have 2,300,000 circulation

YES

We show an increase of bet-
ter than 25% for 1928 over
1927 business

YES

The inserts will be limited to
four pages in any issue and
bound into the preferred po-
sition—the center of each publication.
The paper stock will be the same heavy
opaque S & SC and the printing will be
the same high grade as the past

No

The rates will not be raised.
They will remain the same
for 1929 on all business in
before October 1st

4-color process page \$12,000

2-color process page 10,500

Your choice of colors

One order, one set of plates required

For open dates address

FRED H. RALSTEN CO.
TRIBUNE TOWER - CHICAGO
250 Park Avenue - New York City

10 NEWS-FACTS—

Important To All Advertisers Concerning

1. The Auction Bridge Magazine is about to become one of the GREAT advertising mediums.
2. 75,000 copies will go on the newsstands November 5.
3. 100 Radio Stations, broadcasting the weekly Radio Bridge Games, will boost each issue four times—a world's record.
4. A complete and enthusiastic sell-out of each issue is expected—a world's record.
5. The new size will be 9x12, with a modern, colored cover.
6. It is now an "Applicant for Membership in the A. B. C."
7. It has at present about 10,000 paid subscribers at \$3.00 each.
8. New readable features by noted writers and artists are to be added to the appealing articles by its celebrated Editors WORK and WHITEHEAD—and others.
9. The new magazine gives national advertisers at last a way to reach a market of tremendous buying power—The 30,000,000 Bridge players of the country.
10. Our new rate card is ready—based on 80,000 circulation—and we will gladly give all details in interviews.

The New



*Imagine 100 Radio Stations
Boosting this Magazine Every
Week—Four Times for each issue.*

The Auction Bridge Magazine in its new form presents to advertisers a specialized, interested audience of people of intelligence who entertain frequently and who observe the more refined customs of society.

AUCTION BRIDGE MAGAZINE

OFFICIAL ORGAN OF THE GREATEST OF GAMES.

19 W. 44th ST.

M. H. 9289

NEW YORK

A 98-Year-Old Firm Tries Advertising and Then Sticks to It

The Reputation of This Mantel Importing and Manufacturing Company Rather Than Its Merchandise Is Stressed in Its Advertising

DURING ninety-seven years of continuous business, the Wm. H. Jackson Company did little or no advertising but became widely known for the importation and manufacture of mantels, fireplace fixtures and garden furniture for the home. In its ninety-eighth year, the Jackson company began to advertise on a regular schedule and, by the time it had reached its hundredth anniversary year, had more than doubled its previous volume of business.

The story is interesting for several reasons, chief among which is that the company took slow steps to build up its advertising program and, once having found a successful key-note, stuck to it.

According to vice-president Walter E. Woodford, Jr., it was realized several years ago that the business offered possibilities which might well be capitalized. It was the oldest house of its kind in America and practically the only one dealing exclusively in fireplace equipment and mantels of a character to sell as high as \$10,000. Its customers were representative of the best families socially and financially, and in this group the company was firmly entrenched.

In 1925 it was decided to try out a small amount of advertising—to reach the market for Jackson merchandise which had been created by conditions following the war—and a small campaign was started. Apparently results were not great. From a long experience, Mr. Woodford held the belief that prospective customers for the company's distinctive mer-

chandise were those building homes, about to build or about to remodel. He felt that if a few consumer magazines reaching this type practically exclusively were used, the company's advertising might be more profitable.

OVER A HUNDRED YEARS OF SERVICE TO THE PROMINENT FAMILIES IN THE SOCIAL REGISTER



AN IRON MANTLE
MANUFACTURED BY THE
JACKSON COMPANY

Beauty on the Hearth

Our catalog gives for the benefit of fireplace enthusiasts frequently made in connection with the study of interior decoration. Therein you will find the names and addresses of the Georges, the Georges, in order to obtain the services of money with those of money which do not require much expense.

Can you imagine for a moment the beauty that such a mantel would bring into your home? Can you imagine the pride and pleasure in your home in the years to come? And the beauty of this home is something unprecedented in the world! This mantel is 5' 7" high, the shelf is 3' 4" long, the opening is 30" by 42" and it is priced at \$1,000. The columns are matched, which are unique in their design. Price \$1,000 less 15%.



W.M.H. JACKSON COMPANY

Established 1827
121 N. Michigan Ave.
CHICAGO
*The Original Jackson
Manufactured in Chicago*

MAGAZINES ARE BEING USED TO TELL THE STORY OF JACKSON'S REPUTATION AND ITS MERCHANDISE

Another small campaign was begun, on an appropriation that was very definitely limited, the amount being entirely arbitrary and not based on any percentage of current or expected sales. Copy and illustrations told about and showed mantels of many designs and periods. Business picked up.

Then, according to Mr. Woodford, it was decided after three or four months, that anyone willing to pay thousands of dollars for such articles wanted first of all to be sure that the house from

How George Washington Would Rub His Eyes!

When the father of our country was a vestryman of Christ's Church, Alexandria, Virginia, little did he dream the time would come when the Episcopal Church would have more communicants than the entire population of the republic in his day.

Today, just as in Washington's time, a large percentage of the families of wealth and influence are adherents of the Episcopal Church.

The unique position which THE CHURCHMAN occupies as a successful advertising medium is due to this fact.

May we demonstrate its possibilities to you?

THE CHURCHMAN
2 West 47th Street
New York City

which they came was the best. This decision marked the beginning of a definite advertising theme which has since been continued, with modifications. Starting in 1926 in page advertisements in three or four magazines reaching the interested home builder, the Jackson company began to stress the reputation of the house and to put merchandise second. An early advertisement will show how this was done at the start. The first Jackson building was shown. Then:

One Hundred Years Ago This House Began to Serve the Prominent Families in the Social Register.

They came in their coaches and carriages—the people whose family names are woven into the rich tapestry of American life—to buy from us beautiful antiques for their homes. Their education, training and travel had made known to them the rarest treasures in mantels, fireplace accessories and furniture for their gardens.

From the old world we brought the objects for their choice—the mantels and fixtures that their exacting but appreciative taste demanded. Then, too, the best that America could create came to our shop where it could be rightly displayed and purchased.

Years, and the kind of people we were fortunate enough to serve, enabled us to grow and expand our activities. Those who bought from us knew that in no single instance did we misrepresent any article.

Their children came to us. The same honored names are still with us. And our clientele is still among the finest in the country, from afar and nearby.

Nowhere else could you buy many of the things we sell. We control sources of supply at home and abroad by virtue of business friendships and relationships of one hundred years' standing.

A little later the predominant stress on the background of the house itself was modified and the merchandise's background brought out more strongly. With a drawing of a moated castle, for example, was:

From the medieval castles of Old England.

Behind walls three feet thick—walls so old they have felt the tips of arrows shot at them—there have lain for endless years some of the most exquisite mantels, andirons and other fireplace accessories—examples of the furniture craftsmen of other days.

The hand of Time has enriched them and added a beauty that no human hand could ever impart.

For nearly one hundred years we have brought many of these treasures

Licked as a financier—but enriched for somebody

A better than average producer, I rose in four years from a happy advertising man to a miserable president of my own manufacturing corporation. Developed the business from a merchandising idea. Made the package, label, trade mark. Wrote booklets. Peddled the product from house to house. Then sold it store to store and jobber to jobber. Developed distribution, laid out prices and discounts, trained salesmen. When promoted out of my sphere into finance and administration, the company stumbled. Was bought up by stronger hands.

I got an awful licking—but kept my sense of humor. Have a valuable experience for the man who hires me. Here is my training:

Advertising Agency. Owned a small Western agency three years. Then one year copy man and three years account executive in highest type 4-A agencies in New York. Sold agency service. Brought in business ranging from small newspaper campaigns to color pages Saturday Evening Post.

Planned campaigns in newspapers, trade journals and big-

gest magazines. Boiled out the selling idea. When necessary, carried through campaigns from idea to plates. Wrote mail order advertising that not only paid—it reduced hitherto lowest sales costs by 42 per cent.

Selling. Two years bare-handed selling house to house, retail grocery, drug and jobbing trade gives me a first hand knowledge of housewife, dealer and jobber. Mighty practical!

Personal. 40, native, 6 foot, American, Christian. College man, worked his way. Studious, resourceful, a team worker. Happily married. Will go anywhere.

Manufacturing. Four years in own manufacturing business equips me to be a better advertising representative now than ever before. Now I can talk advertising and merchandising to manufacturers in their own language. Ask any manufacturer how few solicitors can!

Can you use a man with this training? Opportunity discussed before pay. No contract required. I fit in and produce or get out—cheerfully. Address in confidence, Producer Box K, Printers' Ink, 185 Madison Avenue, New York.

Aug. 23, 1928

art

Through working relations with leading artists & writers of the day, we furnish direct mail literature in modern taste—refreshing and captivating. May we serve you?



CURRIER & HARFORD · LTD
Selective Advertising
460 W 34th St · New York · Longacre 7836

Progress Without Apologies

San
Francisco
Chronicle

to this country to grace the loveliest American homes.

The war unlocked many doors that had been inaccessible before. Our representatives, known for years in England, were thus able to secure pieces that previously could hardly be seen.

The following year, as a result of increased business which could be laid at the door of this consistent advertising effort, more money was appropriated for a campaign aimed to stress the hundredth anniversary of the company's business life. Double spreads were used often, along with full pages, and emphasis was continued on the reputation of the house with merchandise still somewhat subordinated to this theme. A complete new angle was spotlighted, however—the customers of the house.

The first of these double-page advertisements shows how the company used the names of its customers to impress its long standing and established reputation on prospective customers. Across the top of both pages was the heading: "One Hundred Years of Service to the Prominent Families in the Social Register." The left page held a photographic illustration of a fireplace "in the living room of Mr. Wm. H. Vanderbilt, Fifth Avenue Residence. A beautiful antique marble mantel taken from a very old residence in England. Secured by one of our representatives abroad."

The right page, next to illustrations and text telling of other fireplace equipment and how the Jackson company secures or manufactures it, listed twenty-nine "distinguished patrons of this House." These were names of socially prominent men and women and families from many cities of the United States, one purpose of the display of names being to show that customers patronized the New York and Chicago branches of the house from all sections of the country.

The following month's double spread illustrated a mantel in the dining-room of Madame Frances Alda and listed thirty-one different names. In the fall, two similar spreads were used, the first

showing a third mantel and the second showing the three mantels which had previously been illustrated, thus summing up, as it were, the year's advertising on this theme. In each case, the names of prominent customers were used—full permission having been granted.

As a result of something less than three years of advertising along these general lines—after ninety-seven years of non-advertising—Mr. Woodford reports that the company's retail business more than doubled. While it was difficult to check actual sales resulting from specific advertisements, the number of inquiries reaching the company, the fact that on occasion a prominent man would come into the store with a clipped advertisement and the fact that no other sales promotion had been introduced gave ample proof that advertising was chiefly responsible for the increased business.

Because of larger business from continuous advertising, the 1928 appropriation was increased, double pages now being used exclusively in every issue in one medium and full pages in four other publications. The house itself, in current copy, is being gradually subordinated to the merchandise, but all advertisements continue to carry the slogan, "The oldest house of its kind in America," and copy continues to touch on the theme of long and distinguished service.

Western Advertising Golfers Bow to George Hartman

George Hartman, of the J. L. Sugden Advertising Company and winner of several Chicago advertising golf tournaments, turned in low gross score in the August tournament of the Western Advertising Golfers' Association, played off last week at the Illinois Country Club. About seventy members teed off. H. G. Shuster, of the Chicago *Daily News*, turned in low net score.

Joins Pennsylvania Select List

The Connellsville, Pa., *Courier* has joined the Pennsylvania Select List and will be represented in the national advertising field by Fred Kimball, Inc., publishers' representative.



ROCHESTER

has received a big share of the 325,000 Germans, Austrians and Swiss who have come to the U. S. since 1923.

80% of the non-English speaking quota is German.

The present annual immigration from Germany is now TWICE as much as that of the 20 years previous to 1914.

Daily Abendpost

Rochester, N. Y.

I can handle one more good publication in Ohio-Michigan

For past six years have been covering Ohio-Michigan as publishers' representative, headquarters Cleveland. Agency and advertiser contacts in all fields well established. Have room on my list for one more good publication. References from present publishers or agencies gladly furnished. Address "X," Box 85, Printers' Ink.

Aug. 23, 1928

Mr. Sales Manager

A \$25,000 Per Year Opportunity

We recently introduced a unique patented advertising display and service—for local dealers, banks, and national advertisers—which a preliminary survey and test indicated had a real market of wide scope.

However, two Sales Managers have failed to develop the requisite sales organization—not because of any weakness in the product—but, as admitted by both, due to their own limitations.

If you—are qualified to succeed where others have failed.

If you—can point to a successful record of achievement in the development of a national sales organization—preferably from scratch, in the marketing of a difficult specialty or intangible.

If you—can demonstrate that you have done this in your last or present position and in your previous connection—and can quote facts and figures in support of your achievements.

We can promise you a most desirable connection, paying a substantial salary, with overwritings that should net you an income well up in the five figure mark.

If you can qualify—write to us, describing your experience in complete chronological detail, naming the products you have worked on and the companies you have worked for. "A," Box 88, PRINTERS' INK.

Portable Typewriter Co-operative Campaign Planned

The Remington Typewriter Company, the Royal Typewriter Company, Inc., L. C. Smith & Corona Typewriters, Inc., and the Underwood Typewriter Company have formed an Educational Bureau to conduct a campaign of advertising on the advantages of portable typewriters in the education of children in the home. This co-operative campaign will deal exclusively with this one educational idea, and the advertising will be entirely distinct from the individual advertising campaigns of the several companies.

The Frank Presbrey Company, New York advertising agency, has been appointed to prepare and place this special co-operative portable typewriter advertising. The organization is to be known as the Educational Bureau of Portable Typewriter Manufacturers. The advantages of the portable typewriter as a help in primary education will be stressed.

Thank You, Mr. Huntsman

R. F. R. HUNTSMAN, INC.
NEW YORK, AUG. 13, 1928

Editor of PRINTERS' INK:

I enclose o. k. for double-page advertisement of *Bronx Home News* for August 30 issue.

I see by the papers that PRINTERS' INK is now "fair, fat and forty," which reminds me that I have been writing advertisements for "P. I." for over thirty years; and furthermore, I know that I received full value for every dollar spent in PRINTERS' INK, poor as I know some of the "copy" was.

Sincerely,
R. F. R. HUNTSMAN.

Jewelry Account to Griffin, Johnson & Mann

J. R. Wood & Sons, New York, have appointed Griffin, Johnson & Mann, Inc., New York advertising agency, to direct the advertising of their gems, jewelry and Omega watches. Magazines, business papers and direct mail will be used.

J. A. Kennedy with Jensen Radio

James A. Kennedy has been appointed Eastern sales representative of the Jensen Radio Manufacturing Company, Chicago, and Oakland, Calif., manufacturer of Jensen Dynamic speakers. His headquarters will be at New York.

Vera MacLean Starts Own Business

Vera MacLean, formerly with The Erickson Company, Inc., and Machinery both of New York, has started an advertising business at that city under her own name.

Boost Local Business—Not the Town

RETAIL FURNITURE SELLING, INC.
CHICAGO

Editor of PRINTERS' INK:

The letter about which we talked with you over the telephone today reads as follows:

"Can you advise us who would be the best parties to get in touch with for an advertising campaign put on by a Commercial Club? Not a 'Trade at Home' campaign, but more of a campaign to advertise our town to a large trade territory.

"Mandan (North Dakota) is situated so as to have a rather large trade territory. It is a division on the main line of N. P. R. R. with two branch lines out of it. Each branch is about 150 miles to end of track and no cross railroads or other lines.

"There is a great deal of mail-order house merchandise shipped on these branches. We have a population of 6,000 and stores well able to offer quality and price and also large stocks to choose from. Our furniture stock involves about \$30,888.00."

We shall greatly appreciate any information which you can give us regarding the above, and we shall be glad to be of service to you when the opportunity arises.

Thank you!

RETAIL FURNITURE SELLING, INC.

A REPRESENTATIVE of *Retail Furniture Selling* telephoned us about the case outlined in the above quoted letter and expressed some uncertainty as to just what to recommend in the way of a commercial club town boosting proposition.

"We don't just seem to remember any campaign that would fit the man's requirements," the representative said.

We couldn't either and now, after reading the letter, we feel more convinced than ever that this retailer, whose name we do not know, is going at a very important advertising job wrong end to.

We have no quarrel with the many excellent commercial clubs of the country and their commendable efforts to draw favorable attention to their various communities. We have described such campaigns in PRINTERS' INK and have commented on them favorably more than once. But advertising a town is one thing; selling merchandise is quite another.

WANTED

An Agency Man

To Take Complete Charge Of an Agency

1. Who can write attractive copy and assume control of campaigns ranging from \$5,000 to \$1,000,000.
2. Who knows space buying and production details.
3. Who can act as a diplomatic and persuasive contact man.
4. Who has contacts with one or two worthwhile accounts that he can develop.
5. Whose past record is clean and whose character is impeccable.

We have a real opportunity for such a man. Write fully. Your answers will be kept in strict confidence.

Address "G," Box 232,
c/o Printers' Ink.

Wanted

**If You are a
Writer of
NEWSSTAND
PROMOTION**

This may be the
chance you want

WE need a young man with practical ideas and writing ability to edit a House Organ for a magazine distributing trade—both wholesale and retail. He will work for an outstanding group of magazines. He should also know how to do effective writing along general promotion lines. Don't reply unless you have done similar work and have a background of magazine newsstand experience. "Z," Box 87, Printers' Ink.

**Opportunity
to share in
ownership
of agency**

To progressive account executives and assistants who have a desire to become part owners of an advertising agency—men who have thought of starting their own agencies and men who cannot ever hope to secure an interest in the agency with which they are connected at present.

Here is an opportunity that requires only proper qualifications—part ownership can be secured when and if desired from surplus earnings.

Rapidly growing organization established and owned by young man widely known in advertising business. Highest references.

"B," Box 89, Printers' Ink

All communications treated confidentially. Our organization is aware of this advertisement.

It seems to us that in the concluding paragraph of the retailer's letter is to be found the material for just the kind of advertising he and his brother dealers ought to do. "We have . . . stores well able to offer quality and price and also large stocks to choose from," he says. If the stores are doing what he says they are able to do, then they have plenty of advertising material right in that fact.

When a group of stores can and does offer quality, service and price they have an argument which the biggest mail-order houses of the country cannot answer. And the thing to do in such a case is to spread the glad news throughout the contiguous trade territory—go out into the highways and hedges, as it were, and bring the people in. They will not have to be forced, either. Anybody who has access to a good retail store within a reasonable distance which can cater to him in the respects mentioned is not going to bother around with a mail-order catalog.

Advertising the town in a general way is not going to acquaint people with this great merchandising message. Tell the story of the stores and the interests of the town will be advanced automatically.

The retailers in this community of 6,000 may talk about their town until doomsday without getting very far in their fight on mail-order competition. It is human nature to speak well of one's town, especially if one is conducting a retail business in it. This fact is universally known and is discounted in just about the same degree. Simply because retailers think well of their town and spread abroad the news of what a great place it is, is not going to bring people there in any numbers. But let them talk specific merchandise, price and service and the condition will be just the opposite.

People as a whole are utterly hard boiled and absolutely without sentiment when it comes to buying merchandise. They buy from mail-order houses because they think they can save money—as they probably can in many cases. The plea for town loyalty does not appeal

to any great extent even to the citizens of the community. And when a similar presentation is made to people in a trading area as a whole it falls even flatter. However, when the stores in a community have something definite and tangible to offer in the way of merchandise and prices, all they have to do is say so.

While we are about it we are going to make bold to offer a suggestion to small town newspapers. Some of them are doing a very fine job in the way of helping dealers merchandise their goods properly. Others are aiding and abetting the "boost the town" heresy, part of which is the perpetration of more or less abusive propaganda against mail-order houses and nearby city stores, including the chains. If the latter class of newspapers would devote all this energy to teaching *individual* retailers to advertise properly and worry less about advertising the town as a whole they would find the prosperity of all concerned would be greatly increased.—[Ed.]

PRINTERS' INK.

Guy C. Brown Elected Director of Detroit Bank

Guy C. Brown, vice-president and secretary of the Campbell-Ewald Company, has been elected to the directorate of the Metropolitan Trust Company, Detroit.

Joins Hilo, Hawaii, "Tribune-Herald"

William E. Rose, formerly advertising manager of the Riverside, Calif., *Enterprise*, has been appointed national advertising manager of the Hilo, Hawaii, *Tribune-Herald*.

William W. Cotant Joins Lyon & Healy

William W. Cotant, formerly advertising manager of the La Salle Engraving Company, Chicago, has joined Lyon & Healy, Inc., Chicago, as assistant advertising manager.

"National Engineer" Appoints Burdette Phillips

The *National Engineer*, Chicago, has appointed Burdette Phillips as its Cleveland representative. He will cover the Cleveland territory, which includes Pittsburgh, Buffalo and Detroit.

BIG CALIBRE PUBLISHING AND ADVERTISING EXECUTIVE

Wanted Immediately

for the Pacific Coast territory. This is opportunity in a thousand for right man, who will receive substantial salary with part interest in most successful publishing enterprise of its kind in the Western field, if capital investment is desired.

He should (1) be under 40, but of seasoned, highly successful experience in general executive and sales capacity, with unimpeachable evidence as to past record and connections; (2) able to meet on equal terms and negotiate with heads of large corporate interests and direct salesmen and branch managers. All-around publishing experience, especially in industrial fields, desirable.

Write fully and at once, giving age, married or single, salary expected, all other important particulars. If letter warrants, interview will be arranged by wire. Address "C," Box 230, care Printers' Ink.

ADVERTISING AGENCY WANTS NEW YORK MANAGER

A well known advertising agency in the Middle West will open a New York office in the near future.

Somewhere there is a man who knows New York City and the East—who in addition to work which he may already have would like to assume the position of New York Manager and work with the principals in looking after certain Eastern accounts which we are now taking on.

If interested, write fully. Correspondence strictly confidential. Give age, nationality, outline of advertising experience, and present contacts.

Address "E," Box 231, Printers' Ink.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove COMPTON, Manager.

Atlanta Office: 87 Walton Street, GRO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
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A. H. Deute, Special Contributor
Chicago: G. A. Nichols
Frederic W. Read
London: Thomas Russell

NEW YORK, AUGUST 23, 1928

You Are Quite Right, Marco Morrow, assistant publisher of the Capper **Mr. Morrow** Publications, tells us that he thoroughly indorses an article headed "Back to Fundamentals," which appeared in the December 22, 1927, issue of PRINTERS' INK. The article took the stand that, after all, there is little new in advertising and that success comes from the application of tried and true principles that have made good over a period of years. He says that our remarks have given him courage to enunciate another fundamental of sound merchandising which he thinks is not having the attention today that it deserves.

This is nothing more or less than the old time principle—"It pays to advertise!"

Upon this axiom was built the

successful advertising campaigns of the pioneers. But, to the modern mind, it seems to be more or less heresy. Mr. Morrow fears that this good old orthodox doctrine—or dogma if you want to call it that—is now almost lost in the maze of merchandising, market analysis, research, dealer co-operation or what have you? Advertising, he thinks, seems to be more or less an incident in the minds of some people and rather an annoying one at that.

Of course, Mr. Morrow does not mean to infer, or even insinuate, that advertising should not be approached in a scientific spirit and that expenditures should not be based upon a careful study of facts. But we are inclined to sympathize somewhat with his view that if a considerable part of the money now being invested in wasteful operations could be devoted to placing good copy in good mediums there would be fewer headstones in the advertising cemetery.

"I may be wrong," he tells us, "but I am old-fashioned enough still to have a strong faith in advertising. I still believe that it pays to advertise. I believe that if you will tell people what you have to sell and point out its merits forcefully enough and frequently enough you will sell your product."

You need not be at all apologetic in taking such a stand, Mr. Morrow. In your vigorous Kansas vocabulary you are talking good sense. More sturdy and abiding faith in advertising is needed these days.

Rating Competition The president of a retail distributing organization for a nationally known and advertised household product was asked how his company had won the annual sales contest for several years in succession. Though his establishment is situated neither in a thickly populated nor rich territory, it has managed year after year to dispose of more units than any other outlet.

His answer to all inquirers contains two fundamental ideas which he applies to local pros-

pects. They are, first, a complete and comprehensive analysis of the product itself, its advantages, its service and simple convincing answers to the questions a prospect is likely to ask, in the form of graphic charts bound in booklet form. And second, a rating of the product and business of competitive brands in which an equally exhaustive method of gathering facts is employed. The first method is an obvious one but the second, according to this man, is too often overlooked.

"There is too often a tendency," he says, "for a salesman to become so obsessed with the thought that he must forget about his competitors, that he follows instructions too literally. The sales manager tells him the outfit he is selling is the best in the business, that if he will emphasize its selling points and refuse to be drawn into a competitive talk, he will make more sales. This type of reasoning I consider a mistake."

He points out that consumers have a natural and legitimate curiosity concerning the whole field when making a considerable investment. Competition, he believes, should neither be ignored nor savagely attacked.

"The facts should be presented," he says, "without prejudice or bias. We discuss the facts about our competitors' prices, methods and products in our open sales meetings and rate each competitor separately after all the facts have been considered. This action is taken not to encourage our men to drag in a discussion of competing products nor to knock them, but it puts a premium upon the real value of our own product through unbiased comparison and also gives each man sufficient ammunition to combat exaggerated statements, wild claims or any other type of deliberate misrepresentation."

When a man who has performed an outstanding selling job suggests a careful and unbiased rating of competition instead of forgetting or attacking it, his views are entitled to careful consideration.

The prospective purchaser does

want a complete picture when he is asked to invest a large sum of money in a product. A fair, unprejudiced statement concerning competitive products often serves to win the prospect's confidence as well as to present him the complete picture he wants and will usually manage to secure in any case.

Fighting Is Not Enough In This Case In addressing a joint meeting of the St. Louis Advertising Club and the Sales Managers' Bureau of that city, A. A. Kuehne, head of the American Retailers' Association, called on wholesalers and manufacturers to wage a vigorous fight against what he terms the "chain-store menace." He called on them to help influence chambers of commerce to "issue pamphlets arousing public sentiment against chain stores."

While thoroughly sympathizing with Mr. Kuehne's commendable desire to upbuild the independent retailer, we cannot help remarking that it is going to take much more than agitating to pull the latter through. Also, attempts to "arouse public sentiment" against chain stores will inevitably help rather than harm them.

Mr. Kuehne asserts that within the next ten years fully 50 per cent of independent dealers now operating will be out of business because they cannot adjust themselves to chain-store competition. Undoubtedly many retailers will pass out during the coming decade and their passing is going to be a benefit rather than something to get sentimental about. And if anybody tries to block this development through waging a fight of the kind advocated by Mr. Kuehne he is going to be whipped before he starts.

It is becoming increasingly apparent that the day of spell-binding political methods, applied for the ostensible good of business, is gone. Economic merchandising is rapidly supplanting that sort of thing and is going to prevail. The hope of salvation of independent merchants is to line up with the modern economic de-

velopment. If they cannot or will not do this, they will have to go their way unwept and unsung.

Arousing public sentiment against chain stores is a lively thing to talk about and is rather interesting in theory. It won't work, though, because people do not use sentiment when it comes to making their dollars purchase as nearly as possible a full hundred cents' worth.

Merchandising is the only means through which anybody has a right to expect to survive in this continuous struggle for commercial existence.

Why Grading Bureaus?

There are indications, here and there, that individuals who hope to make some easy money, and other individuals who honestly believe that it is their mission in life to protect the public, will soon be making ambitious attempts to classify the quality of manufactured products—especially of advertised products.

These various protectors of the public received their inspirations from a book called "Your Money's Worth" that appeared a year or so ago. The idea, however, let it be said in passing, was by no means original with that book.

It is not to be denied that, at first glance, this idea of grading products for the sake of protecting the public has a certain appeal. It falls down, however, and falls down hard on analysis.

Proponents of the quality grading idea make the claim that present day advertising, because it confuses the public as to quality, makes it necessary that the public be protected by some arbitrary system of quality designation. They prove their case, to their own satisfaction, by citing certain advertised products as products that advertising foists on the public without regard to quality at a price far beyond their real value. They neglect entirely, however, to mention the infinitely greater number of products whose quality and value cannot be open to question.

In the success of the products they fail to mention there's a rea-

son why the various schemes for grading products which various money-making promoters and honest reformers are now busily working out, will fail. Continued advertising automatically establishes a quality grade. Advertising is a grading bureau that offers real rewards for improved quality and better value.

In any movement of any kind that seeks to set standards for a mixed group, it becomes necessary, if the movement is to be widespread and fairly inclusive, to set a standard to which the majority can measure up. Inevitably that condition makes for a standard that is low.

Consider that particular statement in the light of a specific case of grading—the Federal Pure Food and Drug Act. Here we have standards set by law. It is no difficult matter for any food or drug manufacturer to comply with the standards set by that law. Such standards represent minimum requirements.

If all the food and drug manufacturers of this country were satisfied with a quality of products that simply complied with the requirements of that law, we would have no Squibb in the drug field or Heinz in the food products field.

Those two manufacturers, and others that we could name, have set their grades far above what the law requires and have successfully let advertising establish that grade with the public.

Within the next few months a number of manufacturers will be solicited for funds for the creation and maintenance of one or more of these projected grading bureaus that are going to protect the public. To any manufacturer who feels like parting with some of his cash after listening to a solicitation on this subject of protecting the public, we would make this suggestion: If you are proud of the quality of your product and want to spend money to protect the public, then buy some more advertising for your product. In that way you will be helping to protect an increased part of the public by making a new part of it acquainted with the quality of your product.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

The Ansonia Clock Co.

National Bank of Commerce
in New York

"NOT HOW MUCH, BUT HOW WELL"

The Little Schoolmaster's Classroom

SOMETIMES a manufacturer or retailer goes to a whole lot of trouble to make good on a complaint, exchange of goods or in giving extra service. Out of the hundreds of letters of complaint received, all of which are handled to the best ability of the concern receiving them, less than 5 per cent ever take the trouble to say "thank you." The Schoolmaster hopes that some day one such manufacturer or retailer may have occasion to perform some small service for John Gibson Bliss, cartoonist of Boston.

Several times in the past when he has inquired for articles on certain subjects which have appeared in PRINTERS' INK and has received them, he has sent friendly, unusual letters of thanks. One of them is reproduced herewith. Such friendly letters are a joy to discover in the day's mail, and on behalf of PRINTERS' INK the Schoolmaster herewith thanks Mr. Bliss for his letter of thanks.

* * *

The Schoolmaster has received a letter from the Babson Statistical Organization which should interest every direct-mail advertiser who has used, or is thinking of using, the C. O. D. reply postage plan recently adopted by the Post Office. The letter follows:

BABSON'S STATISTICAL ORGANIZATION
INCORPORATED
WELLESLEY HILLS, MASS., AUG. 15, 1928

Dear Schoolmaster:

As you and your magazine have been instrumental in getting the Post Office Department to give us the new business reply card and envelope I would like

your reaction to the following condition.

We are using these business reply cards and envelopes in our work. We find, however, that in spite of the fact that on the face of the card it plainly states "No postage stamp necessary if mailed before, etc." a great many of those who receive the cards from us put on postage stamps. Sometimes they put on only a one-cent stamp, again

they put on a two-cent stamp, and many times three cents in postage.

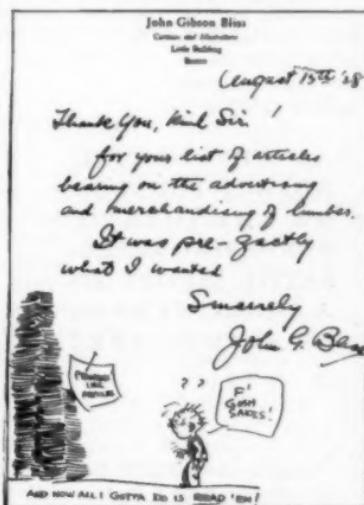
Now I will admit that it should be perfectly clear that postage will be paid by this organization and that it is not necessary for the one receiving the card to stamp it; nevertheless, it is our experience that quite a percentage of them do not seem to understand what they are to do.

It occurs to me that this mistake may be caused by the fact that the inscription "3 cents —POSTAGE WILL BE PAID BY—3 cents" has the last "3 cents" as a part of it. It seems to me that if this last "3 cents" could be the other "3 cents" differently than it is now arranged, that this difficulty could be overcome.

Now I do not know that it is possible to get the Post Office Department to do this or do I know whether other users of this form are having the same difficulty that we are having. Our prospects who receive the cards from us are very high class prospects and if they make this mistake it appears to me that a great many others are having the same difficulty. Of course, in time the public may become educated and the mistake thereby will fade away. In the meantime, however, it is not so good.

HARRY L. GRUBBS.

The Schoolmaster has written to the Post Office at Washington and it may be that the officials there will work out some way of making it even more clear than it is at present that these business reply cards and envelopes do not require postage. However, he is of the opinion that any improve-



OUTLOOKS



PAST the square of cool green trees that shade the Brooklyn Naval Hospital and on to where the modernist shapes of Brooklyn's new skyline cut the horizon, sweeps the outlook from the factory of our client H. Jacob & Sons, Inc. As one of the largest makers of popular-priced stitched-down shoes and house slippers, this company's outlook on business sweeps an almost unending horizon of business prospects, with wearers of their products running into many millions.

CHURCHILL-HALL
INCORPORATED
H. B. LE QUATTE, President
50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

ments in this direction will not help greatly. There is one great factor with which this new Post Office practice must contend and that is a habit formed after many years of doing a certain thing in a certain way. It is this habit which must be changed and even though the inscription in the square where the stamp is usually placed is made so clear that nobody who reads could possibly misunderstand it, there would still be a great many people who would place stamps on these C. O. D. reply cards and envelopes. Habits are not altered overnight and a generation which for years has had drilled into it the fact that an envelope or a postcard must bear a stamp is not very easily going to adjust itself to the new procedure.

There is still another point that warrants consideration. Organizations such as Babson's receive most of their C. O. D. reply cards and envelopes from individuals connected with business houses. In most business organizations, it is customary to send all outgoing

mail to the mailing department. Here the envelopes and cards are stacked up and stamped as rapidly as possible—usually more rapidly than neatness demands because most of the mail comes through just before closing time. The boys who attach the stamps ordinarily make such a mechanical job of the work that an inscription on a C. O. D. reply card or envelope would hardly be likely to gain their attention. In other words, if unnecessary wastage of postage is to be remedied, it would seem that special instructions will have to be issued by all business organizations to their mailing departments.

* * *

The following incident brought recently to the Schoolmaster's attention shows how some manufacturers can justify almost any policy to themselves. The scene was in a warehouse of a big chain of stores. The head of the chain was showing a product he had just decided to add to his stock.

"See that pile of pork and beans?" he said.

Wanted Contact with 250 men and women who have "second vision"

Those whom I seek are now in some kind of sales, advertising, publishing, printing, research, correspondence, reporting or other writing work. They have had their feet in real business undertakings long enough to be serious—to be "willers" and hard workers rather than mere "wishers."



During the past two years I have enjoyed aiding a good-sized group of these "business climbers." I have seen many of them take up new and more creative work at substantially increased pay.

My Coaching Service in Advertising, Selling and Business Writing, given by mail and calling only for the subscriber's spare hours, is a broad combination course that reflects more than 25 years of experience in advertising, sales plan-

ning, writing and teaching. I use textbooks of college standard, loose-leaf lectures and other helps. Many interesting exhibits and discussions. Practical test work on major topics. Friendly but close editorial service.

Prospectus free. Use coupon if you prefer, but I would much rather have a letter about your needs and aims.

Name
Address
.....
Present Position
Age.....

(P. I.—Aug. 1928)

S. Roland Hall
Box 617
Easton, Pa.
Member: American Association of Advertising Agencies and Authors' League of America



Your Display Problems Are OURS

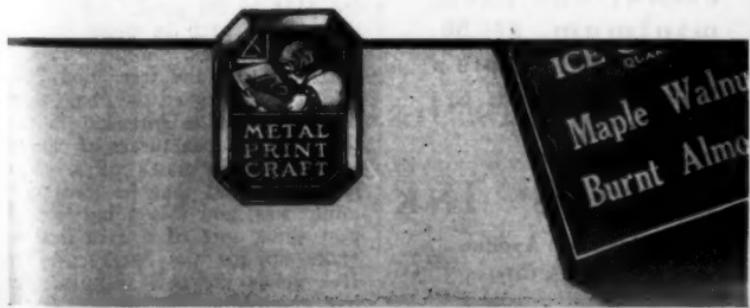
It matters not if you need a metal sign or display stand, if you have used them before, or not, or what not—except that, your problem is ours.

Canada Dry had a problem which they turned over to Grammes to solve—and we did so, successfully.

Certainly our designers and merchandising staff can give you a helpful suggestion—there will be no obligation.

L.F. Grammes & Sons
INCORPORATED

Allentown, Pa.



Available about September 10-15

ADVERTISING-SALES EXECUTIVE

With Unusual Experience

The Advertising Manager of a sound Chicago corporation, whose fifteen years' advertising-sales experience ranges from salesman, copy writer, account executive and advertising manager, seeks more fertile field for his training and ability.

A broad-visioned merchandiser thoroughly familiar with every phase of advertising promotion—direct mail and publications—advertising management, agency practice and operation, problems of merchandising, distribution and research.

Sound judgment, straight thinking, imagination and ability to handle men are some of his attributes. His copy is based on stimulating sales rather than in creating flashy rhetorical quips. Present employers think enough of his ability to have placed him on their Executive Board.

The manufacturer or agency having a real he-man job to fill will find this man a real factor in its sales expansion. Age 39, married; Gentile. Present salary, \$4,000.

Address "Burns," 2306 N. Lawndale Ave., Chicago, Illinois.

**Net paid circulation—
now**

22,865

Advertising Rates:
Page, \$135; half page,
\$67.50; quarter page,
\$33.75; one inch,
minimum, \$10.50.
Classified, 75 cents a
line, minimum or-
der, \$3.75.

PRINTERS' INK

185 Madison Avenue
New York City

The visitor looked, and saw piled up a large quantity of a brand of canned beans not so well known as some of their competitors.

"The manufacturer of those beans came to me a while ago," continued the chain-store magnate, "and put up a proposition I couldn't very well refuse. I told him that we now carried three brands of advertised beans which were doing well, that people wouldn't eat any more beans, that if we did sell his beans we would merely be taking some customers away from the spaghetti and other products in the store. But he insisted.

"He had a lot of figures on a pad and showed me how, according to his calculations, it cost him \$3.49 to open a new account. Every time one of his salesmen spent the carfare and the time to sell one store it cost that much. We have 600 stores. He multiplied the number of our stores by \$3.49 and got a figure of \$2,094 which it would have cost him to put his product into 600 retail stores. Then, he came to me with the startling offer of 3,000 cases of free goods. There were twenty-four cans of his beans in every case. That makes 72,000 cans of baked beans he offered me for nothing. Counting in all his overhead and expenses he was making a net profit, he said, of only two and three-quarter cents a can. For the 72,000 cans that would represent a loss, if he gave the goods to me, of \$1,980. He then subtracted the \$1,980 from the \$2,094 which it would have cost him to open the 600 new accounts and according to his figures, came out \$114 to the good. Of course, there is a catch in these figures, as is easily seen.

"But I took the free goods."

The visitor asked the chain-store man whether he intended to tell the other manufacturers of canned beans of this man's offer. The reply indicated that he most certainly was, and was going to suggest some sort of a free deal to make up for the 3,000 cases of free goods the new manufacturer had given him.

2 openings

[1] For an able writer of advertising

The position is important enough to interest the best men in the field.



[2] A seasoned account executive

Experience in merchandise sold through men's wear stores would be particularly desirable—though not absolutely essential.



The positions are with a
Four A Agency

Address "D," Box 79, Printers' Ink



\$50. a Month

Will be the total cost of sending a first-class house organ to 250 selected customers and prospects.

Write for Sample

The William Feather Company
607 Caxton Building : Cleveland, Ohio



An Executive Circulation

109,400 Business and Professional Men throughout the United States and Canada read

THE KIWANIS MAGAZINE

Direct your message through these advertising columns

Facts and Figures gladly furnished on request.

Kiwanis Magazine

164 West Jackson Boulevard
CHICAGO · · · ILLINOIS

Golfdom

The Business Journal of Golf

Golfdom Buyers' Bulletins furnish our advertisers with hundreds of live leads every month—and somebody sells them.

236 N. CLARK ST., CHICAGO

Do you need

A TRIPLE THREAT MAN

Advertising - Selling - Sales Promotion

Analytical, creative, resourceful, practical, good personality, lead and direct men, good record, references, college, 34, married.

Address "Y," Box 86, P. I.

The Schoolmaster knows that the free goods and special discount idea is going strong right now. He supposes that many manufacturers think they have to do it because their competitors do. But this seems like carrying the idea to a ridiculous conclusion. He confidently expects that the next time he goes into that particular chain store to buy a can of beans he will be given free a set of silver spoons, a safety razor, a near-silk umbrella or some other product which he doesn't need or want. And the Schoolmaster wishes to state that although the product wasn't beans and the figures were slightly different, the incident happened exactly as he has recounted it.

* * *

"Man is a noble animal," commented Sir Thomas Browne back in the seventeenth century in his "Dedication to Urn-Burial." The Schoolmaster, writing in this modern day, is willing to go Sir Thomas one better and maintain that man is also a "sacrificing" beast. There seems to be an innate craving in his physiological make-up to deny himself some, at least, of the ingenious contraptions and regalia that modern civilization has provided for his decking.

First it was his garters. With a careless nonchalance, many a man just forgot that if he "wore garters around his neck, he'd change them more often" and deliberately let his socks go hang.

So alarming did this sacrifice of sock supporters become that the manufacturers of Paris garters hastened to point out by advertising that many a man has failed to win a fair maiden because of such a sloppy habit.

The campaign evidently has succeeded, for a new urge to sacrifice has come upon us. This time it is our hats that are to get the gate. It is no uncommon sight to see an account executive com-

GIBBONS knows CANADA

J. J. GIBBONS Limited Advertising Agents
Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.
New York Office 2152 Granary Bidg. Thomas L. Bright Manager for United States

mute, "sombrero-less," so to speak, from Westchester or a dashing young copy writer strolling into his agency with a wind blown wave acquired on the Cortlandt Street ferry.

And what business is all this of the Schoolmaster's? Probably none. But what do hat manufacturers say to this wicked practice of going *sans chapeaux*? Surely they can say something and, by the way, why not by advertising?

Toys vs. Scale Models in Advertising Photography

EGOLF SCALE MODELS
PHILADELPHIA, AUG. 16, 1928.

Editor of PRINTERS' INK:

My attention has been called to certain erroneous statements in an article entitled "Making Picture Patterns of the Commonplace" in your issue of July 19. The items referred to are in the paragraphs concerning the national full-page advertising of Morris & Company, Chicago packers.

Your correspondent describes how a railroad map was placed on the floor to be photographed from above, and how "from a toy store, dozens of miniature toy freight cars were procured." There were only a dozen cars utilized in the photograph.

These cars are unobtainable from any toy company in existence, as no toy freight car on the market is an accurate reproduction of American freight rolling stock. The cars utilized in the photograph were scale models of Morris & Company's refrigerator cars, manufactured by our concern, one-ninety-sixth full size. We also manufactured a dozen model warehouses used in a later advertisement by that account.

Your correspondent remarks that "incidentally, they now make these little cars perfect as to the finest detail." We appreciate his recognition of this, but in regard to toy products it is misapplied. This letter is written in hope that it may save any commercial photographer desirous of emulating this method from an embarrassing failure. Toy cars cast incorrect shadows, and, when photographed, always have a distinctive "toy" appearance. Models, properly made, do not.

PAUL HOWLETT EGOLF.

Newspaper Campaign on Bass-Heuter Paints Planned

Plans for a newspaper advertising campaign on Bass-Heuter paints were outlined at a recent conference held at Seattle of representatives from four States of the Bass-Heuter Paint Company, Inc., San Francisco. A. E. Lawrence, advertising manager, described the campaign, which will be directed by the Honig-Cooper Company, Inc., advertising agency.

An Opportunity For A Merchandising Man

AS BUYER-MANAGER FOR SEVERAL STORES

A nationally-known concern offers an exceptional opportunity for a capable man experienced in retail merchandising.

The man selected will be given charge of one or more units and his responsibilities will be increased as his ability is demonstrated.

Starting at an adequate salary, he will share in the profits of his operations.

Proven buying, merchandising and managerial ability are essential. Chain or department store as well as drug store experience would be valuable.

A letter indicating possession of the required ability and experience will result in an early interview. All correspondence will be treated in strict confidence. "W," Box 84, PRINTERS' INK.

Salesmen

28 to 40 years, whose earnings have been around \$5,000 per year. Excellent opportunity to increase to \$8,000 to \$10,000.

This is high grade advertising and sales counsellor work. Permanent position where repeat business is high. Good drawing account against liberal commission. Thorough training. References necessary. Consistent, conscientious worker. Must be able to travel any territory in U. S. Give details in first letter. "V," Box 83, Printers' Ink.

If—

any independent advertising man can put us in touch with an occasional printing job or an account, we will be glad to pay him a regular commission. Direct-by-mail booklet and catalog work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn. Station. Address "J," Box 223, Printers' Ink.

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

FOR SALE—Trade journal, gross advertising of approximately \$25,000 a year and net profit over \$5,000; price \$25,000, \$10,000 of which must be cash, Box 875, Printers' Ink.

Reliable Printing Concern—with national selling organization, desires paper specialties or syndicate material. Will buy outright or manufacture and sell on royalty basis. Address Box 867, P. I.

WILL PAY CASH

for modern up to date electrical Home study course—also shorthand secretarial course. Box 866, Printers' Ink.

Money to Invest in Small Print Plant

I control a substantial volume of business with one of the leading direct-mail advertising concerns, the head of which I am closely related to. I am now connected with this concern. I am offered the opportunity of establishing my own plant, with definite assurance of volume work. I prefer, however, to obtain a partner—a practical printer. I will invest an equal amount of cash with such a man and we will start by equipping a small plant. Or—I would be interested in purchasing a half-interest in an established small plant that requires additional business. Box 870, Printers' Ink.

HELP WANTED

Artist-Visualizer—wanted by advertising agency; able to do first-class lettering rapidly, some illustration, make forceful newspaper ad layouts. State experience. Box 891, Printers' Ink.

WANTED—Young man experienced in advertising routine, merchandising plans, preparation and scheduling of circular letters, compiling and maintaining of mailing lists, etc. Box 883, Printers' Ink.

SALESMEN—PHOTO-ENGRAVING

Men controlling substantial business, black and white and color process work; salary and commission. Knapp Engraving Co., Inc., 141 E. 25th St., New York City.

Wanted—Buyer for book department, young woman who has experience as a buyer or assistant. Must be able to furnish first-class references. Apply in writing to

ENGLAND BROTHERS,
Pittsfield, Mass.

PRODUCTION MAN

Upper New York State advertising agency has good opportunity for young man to take charge of production. The man desired should be familiar with production methods and detail and also qualified to do some copy writing. Give full details as to age, experience, qualifications and salary desired. Box 882, Printers' Ink.

ARTIST

Experienced in retouching motion-picture stills for newspaper reproduction; pen and ink work and lettering. Intelligent buying of photo-engravings essential. Opportunity to take charge of department and grow with it. Write full experience and salary. Box 874, Printers' Ink.

ILLUSTRATIVE PHOTOGRAPHER

Established dryplate studio needs an experienced operator. Position is permanent. Will give contract and good salary to right man. The man we secure must be working at this kind of work now, either in charge or as assistant. Give full particulars about yourself in first letter. No references will be checked until we communicate with you. Box 892, P. I.

SALESMEN WANTED

Good salesmen, to sell an agency service to newspaper advertisers. Open and above board. No get-rich-quick or fly-by-night scheme, but permanent position with responsible, well-established agency. Strictly commission basis. No expense or drawing accounts. Commissions payable immediately after sale. Satisfactory territorial arrangements. Write Box 865, P. I.

ADVERTISING SALESMAN WANTED

for rapidly-growing morning paper within short distance of New York. Must be a hard-working, aggressive business-getter who has had wide experience on a second or third paper. We require a man full of ideas and possessed of the ability to sell where ordinary salesmen fail. The man we seek must be able to write GOOD copy—and must keep the merchants interested with his knowledge of merchandising. A man with these qualifications will land a good job if he can present the proof and references. Write Box 868 and include your phone number.

A START IN ADVERTISING

This is addressed to young college men who desire to make a start in a business that has an unlimited future—that of space-selling. The young men we engage will meet agency and other executives and will make many valuable contacts. They will represent the only A. B. C. paper in an important field, a publication that leads in circulation and prestige.

We are not looking for the so-called high-pressure expert, but for one or two young college men of good character, high ideals and pleasing personality, with some selling ability, perseverance and a determination to succeed. To such we offer a moderate salary with unlimited prospects. In writing, tell us all about yourself, your age, education, experience, associations—in a word, your background. All replies will be considered strictly confidential. Box 871, P. I.

SPLENDID OPPORTUNITY—for a man controlling house organs is offered by a printing company established 15 years, completely equipped, including linotype and bindery. Box 880, P. I.

Artist for Layout Work in Large Chicago Advertising Agency

Real opportunity for artist who can create pencil-on-tissue layouts. You will work in a department of high repute, where the finest layout talent finds opportunity for complete expression. If you desire to develop your art ability along creative lines, this opening will appeal to you. Please tell us about yourself, your experience, nationality, ambitions, age, salary desired, etc. Box 884, P. I.

MISCELLANEOUS

TESTED COLLECTION LETTERS

that get big results and hold customers. Not theory—just five unusual letters that have proved their power over and over.

The Five Letters for \$1.00

STUART FEATURES SYNDICATE
67 West 44th Street, New York

POSITIONS WANTED

ARTIST—Creative ability, all-around experience. Visualizing, lettering, designing, retouching, wants position. Married, now employed. References. Box 888, Printers' Ink.

Ambitious, young, creative artist with practical knowledge of Engraving, Printing, Type, etc., desires connection in advertising department of growing firm. New York or out of town. Box 869, P. I.

ARTIST

Has Ideas for Tooth Paste, Beauty Products, Radio, College Year Book, etc. Visualizer, 713 Rural Ave., Williamsport, Pa.

DO YOU NEED A NEW ENGLAND REPRESENTATIVE?

Young editor of foremost Boston paper can handle New England publicity or act as New England correspondent on part-time salary basis. If there is a live proposition open there is a live man available to fill it. Box 878, P. I.

TWO YEARS IN FAR EAST

Copy Writer—who can also prepare foreign advertising seeks position with agency or manufacturing firm. Three years newspaper experience, two years advertising. Efficient in lay-out, production, copy, sales promotion, publicity. College graduate; age, 25. Box 879, P. I.

N. Y. or Eastern Space Salesman Available September First

Successful record over 9 years includes 4 years agency—4 years manufacturer's advertising manager and the past year selling space. Want one large publication or two smaller ones of calibre which can be built up. Age 27, married. Box 887, Printers' Ink.

LAYOUT-PRODUCTION MAN—A seasoned production man with the flair for layout, now with a New York City agency, seeks a new connection. Seven years' experience. Box 877, P. I.

ARTIST

First-class figure man, capable of doing equally good lettering and all-around work, desires connection with reliable firm. Box 872, Printers' Ink.

Creative Artist—Capable doing high-class layouts and finished work; seven years' agency and free-lance experience; desires connection with advertising agency or art service. Box 873, P. I.

PRODUCTION MANAGER

Six years' experience in Agency Production. Knows space buying and office management. Ideally adapted for medium-sized agency. Box 876, Printers' Ink.

Advertising Writer—highly qualified; expert typographer, layout man, proof-reader. Catalogue, booklet and sales literature production, seeks connection with manufacturer or large printing establishment. Box 889, Printers' Ink.

Advertising, Sales Promotion—10 yrs.' exp. (industrial) direct mail, sales letters, trade paper. Sales analysis (market research, field survey, product analysis.) Interested in testing a plan which employs radio as agency builder. Box 885, P. I.

Capable University Graduate—with technical industrial trade paper, direct mail and sales promotion experience desires wider opportunity with progressive Chicago firm. Salary not important. Samples of work submitted. Box 893, P. I.

For Adv. Dept. or Small Agency
SUCCESSFUL all-round man. Creative. Young. Steady. Layouts, copy, typography, mechanical production. 4-A, advertising department and printing experience. Know direct-mail, periodical advertising, house-organs, lettering. Married. College trained. Box 881, P. I.

My own efforts produced \$350,000 sales increase in one year

Young Sales Executive open for connection. Thoroughly experienced in training salesmen; systematic sales promotion, sales management and advertising.

I produce results.

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with over 12 years' experience in this territory (4 years with Class and Trade Magazines and past 8 years selling specialties, metal signs, window displays and merchandising services) is seeking new connection with greater opportunities in this field. Now employed, but can change at short notice. Box 894, P. I.

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